

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

THE RITZ-CARLTON HOTEL COMPANY,
L.L.C.,

TTAB

Opposer

v.

Opp. No. 91161969

76553029

ROBERT B. WILCOX

Applicant.

OPPOSER'S CERTIFICATE OF FILING

It is hereby certified that the attached original transcript of the testimony deposition of
Julia Gajcak with exhibits is being filed with the Trademark Trial and Appeal Board, by hand
delivery on April 30, 2007.

THE RITZ-CARLTON HOTEL COMPANY, L.L.C.

By

Michael A. Grow

Jason J. Mazur

Arent Fox LLP

1050 Connecticut Avenue, NW

Washington, DC 20036

(202) 857-6000

Attorneys for Opposer

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It is hereby certified that a copy of the foregoing has been served on Applicant's counsel Richard D. Clarke of the Law Office of Richard D. Clarke, 3755 Avocado Boulevard, #1000, La Mesa, CA 91941-7301 by first class mail, postage prepaid, on April 30, 2007.

A handwritten signature, "Jason P. Marks", is written in black ink above a horizontal line.

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DEPOSITION VIA TELEPHONE

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

- - - - -x
THE RITZ-CARLTON HOTEL COMPANY, :
L.L.C., :
Opposer, :
vs. : Opp. No. 91161969
ROBERT B. WILCOX, :
Applicant. :
- - - - -x

Washington, DC
Friday, January 5, 2007

Deposition of: ORIGINAL
JULIA GAJCAK

called for examination by counsel for the opposer,
pursuant to notice, at the offices of Arent Fox,
PLLC, 1050 Connecticut Avenue, NW, Washington Square,
Suite 600, Washington, DC, commencing at 2:03 p.m.
and concluding at 3:34 p.m., before Kirk A. Sturges,
a Notary Public for the District of Columbia.
Reported by: Kirk Sturges

1 DEPOSITION VIA TELEPHONE

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A P P E A R A N C E S:

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FOR THE OPPOSER:

6

JASON J. MAZUR, ESQ.

7

LEO M. LOUGHLIN, ESQ.

Arent Fox, PLLC

8

1050 Connecticut Avenue, NW

Washington Square, Suite 600

9

Washington, DC 20036-5339

202-857-6000

10

Fax: 202-857-6395

E-mail: mazur.jason@arontfox.com

11

E-mail: loughlin.leo@arontfox.com

12

13

FOR THE APPLICANT:

14

*RICHARD D. CLARKE, ESQ.

15

Law Office of Richard D. Clarke

16

3755 Avocado Boulevard

17

Suite 100

18

La Mesa, CA 91941-7301

19

619-670-1702

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(*PRESENT VIA TELEPHONE)

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DEPOSITION VIA TELEPHONE

C O N T E N T S

WITNESS: JULIA GAJCAK*

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1 P R O C E E D I N G S

2 MR. MAZUR: First, we would like to put
3 on the record that neither party objects to this
4 testimony being taken over the phone and the oath
5 being administered over the phone.

6 MR. CLARKE: So stipulated.

7 MR. MAZUR: Okay. Very good. Well,
8 let's get started.

9 - - -

10 Thereupon,

11 JULIA GAJCAK,

12 was called as a witness, and after having been first
13 previously duly sworn by the Notary, was examined and
14 testified as follows:

15 EXAMINATION BY COUNSEL FOR THE OPPOSER

16 BY MR. MAZUR:

17 Q Could you please state your full name and
18 address for the record.

19 A Yes. My name is Julia Gajcak; and my
20 address at The Ritz-Carlton Hotel Company is 4445
21 Willard Avenue, Suite 800, Chevy Chase, Maryland,
22 20815.

1 Q And you are employed by Ritz-Carlton.

2 A I am, yes.

3 Q Okay. At what location?

4 A At the corporate office in Chevy Chase,
5 Maryland.

6 Q And what is your current position with
7 Ritz-Carlton?

8 A My position is vice-president of
9 marketing and communications.

10 Q And you understand that you are
11 participating here today to provide a testimony
12 deposition in the litigation pending between The
13 Ritz-Carlton Hotel Company, LLC, and Robert B.
14 Wilcox, Opposition Number 91161969; correct?

15 A Yes. I understand that.

16 Q Okay. Ms. Gajcak, can you tell us how
17 long you have been employed by Ritz-Carlton?

18 A Yes. I've been with the company for
19 2 years and 11 months. I'm about to celebrate my
20 third-year anniversary.

21 Q Okay. And what are the responsibilities
22 of your current position with Ritz-Carlton?

1 A Right now I oversee brand strategy,
2 marketing, and public relations.

3 Q Okay. Do these responsibilities include
4 advertising?

5 A Yes, they do.

6 Q Could you tell us what responsibilities
7 you have, specifically, in terms of advertising?

8 A As it relates to advertising, I oversee
9 all creative brand strategy, again; and that's in the
10 United States and outside of the States.

11 Q Okay. And in terms of overseeing brand
12 standards, could you tell us a little bit more about
13 that?

14 A In my function, I'm really looking after
15 consistency in all the advertising that we place, be
16 it the use of a logo, reference to the company, or
17 imagery within an ad.

18 Q Okay. And do you see the advertising
19 before it gets distributed?

20 A Yes. Every ad that's placed is approved
21 through my office.

22 Q And this is every ad in the United States

1 or worldwide?

2 A It's worldwide.

3 Q Okay. How long have you held the
4 position of vice-president of marketing and
5 communications?

6 A I've been in my current role now for,
7 actually, it's going on eight months.

8 Q And have you held any other positions
9 with Ritz-Carlton?

10 A Yes. I was hired as the vice-president
11 of communications.

12 Q Okay. And when was that?

13 A That was -- I was hired almost
14 three years ago.

15 Q Okay. And where did you work prior to
16 coming to Ritz-Carlton?

17 A I was with the Four Seasons Hotel
18 Company. I was with Four Seasons in Hawaii and then
19 Asia for about 10 years.

20 Q Okay. And have you -- can you tell us
21 anything else about your work experience prior to
22 working at Four Seasons?

1 A Prior to Four Seasons, I lived in Europe
2 for three years. I worked for Cartier, the jeweler,
3 worked with them on PR special projects and their art
4 foundation, which is based outside of Paris.

5 Q Okay. And can you tell us a little bit
6 more about your experiences in the art foundation?

7 A That, I worked in a PR capacity, so
8 special events, collateral materials, again,
9 consistency between the brand and what Cartier was
10 doing on the art front.

11 Q Okay. So how long have you worked in the
12 hotel industry?

13 A In hotels and really starting out in
14 public relations, 19 years.

15 Q Okay. Now, can you describe for us in
16 general terms the nature of the Ritz-Carlton
17 business?

18 A The Ritz-Carlton is an upscale hotel
19 company; and in the past few years, we have expanded
20 beyond hotels. So we are involved in real estate, be
21 it time share, fractional ownership.

22 We also manage golf and spa facilities.

1 We have an educational arm called the
2 Ritz-Carlton Leadership Center.

3 We also manage retail facilities at many
4 of our hotels.

5 We also have an on-line retail site as
6 well that we sell resortwear and merchandise on a
7 specific web site as well as a catalog.

8 Q I see. When did Ritz-Carlton begin
9 operating hotels under the trademark Ritz-Carlton?

10 A Well, actually, our first hotel in
11 America was opened in 1927. That was the
12 Ritz-Carlton Boston.

13 Q And this was in the United States, you
14 said.

15 A Yes.

16 And officially, the Ritz-Carlton Hotel
17 company was founded in 1983.

18 Q And can you tell us; has Ritz-Carlton
19 used the mark Ritz in its business continuously since
20 the date on which it first began doing business?

21 A Yes. We have.

22 Q And has Ritz-Carlton provided hotel

1 services on the Ritz mark in the U.S. continuously
2 since the date on which it first began doing
3 business?

4 A Yes. We have.

5 Q Okay. Can you tell us; how many hotels
6 does Ritz-Carlton operate in the United States?

7 A We have 63 hotels worldwide right now;
8 but in the States, we have ~~got~~ 24.

9 Q I see. Are you familiar with
10 Ritz-Carlton's plans to open new hotels?

11 A I am. We have ~~got~~ a major expansion plan
12 underway. So between now and 2009, we will open 24
13 additional hotels around the world.

14 Q And that includes hotels in the United
15 States as well.

16 A Yes.

17 Q And do you know if that includes any in
18 California?

19 A Yes. Well, right now we have five hotels
20 in the State of California and we have signed deals
21 on three new projects within the State of California.

22 Q Okay. Are you familiar with the manner

1 in which Ritz-Carlton displays its trademarks?

2 A Yes, I am.

3 Q And is the word "Ritz" among the
4 trademarks used by Ritz-Carlton?

5 A Yes, it is.

6 Q And can you tell us how or where are the
7 trademarks used by Ritz-Carlton displayed in the
8 course of its business?

9 A We display the mark in many fashions.
10 It's used on all marketing collateral; on all
11 communications tools; also within the hotels on
12 towels, floor mats, pillows, robes, matchboxes.

13 Q Very good.

14 Have you personally seen or heard the
15 word "Ritz" used alone to refer to Ritz-Carlton?

16 A Yes, I have.

17 Q Okay. In what manner?

18 A I have heard the general public refer to
19 our company as Ritz, on its own. The media do quite
20 often. It's just the common reference to the company
21 in general.

22 Q I see. Now, we are going to have you

1 look at some exhibits, which have been numbered, and
2 ask you a couple of questions about them.

3 A Okay.

4 Q Do you have those exhibits with you?

5 A I do.

6 MR. MAZUR: And Mr. Clarke, you have
7 those exhibits as well?

8 MR. CLARKE: I do.

9 MR. MAZUR: Okay.

10 (The document referred to below was
11 previously marked for Identification
12 as Exhibit No. 1.)

13 BY MR. MAZUR:

14 Q First, Ms. Gajcak, I would like you to
15 turn to Exhibit 1, which is marked as RC0085 through
16 RC0087.

17 A Okay.

18 Q And can you tell us what this is?

19 A Yes. This is a page off our web site.
20 Specifically, this is our Marina del Rey. It's a
21 property in California, a package site within
22 Marina's web.

1 Q So this document comes from the official
2 Ritz-Carlton web site, correct?

3 A That's correct.

4 Q So if you look at the bottom left of the
5 page, the bottom of the page there is a legend
6 printed there with a long address; but the first
7 couple characters are <http://www.ritzcarlton.com>.

8 A That's correct.

9 Q And that's the Internet address for the
10 official Ritz-Carlton web site.

11 A Yes, it is.

12 Q Was this web site created in the ordinary
13 course of business?

14 A Yes, it was.

15 Q Okay. Now, can you read into the record
16 what it says in the middle of the page below the word
17 "room"?

18 A Yes. Below, it says, Ritz, Weekend Bed
19 and Breakfast.

20 Do you want me to read the whole thing?

21 Q Sure. That's fine.

22 A January 1 to December 31st, 2005; Rate:

1 Starting at 319 US dollars. Travelers looking for a
2 weekend getaway find a tranquil waterfront retreat
3 just 10 minutes away from the Los Angeles
4 International Airport.

5 Q So that's a leisure package that
6 Ritz-Carlton offers, correct?

7 A That's correct.

8 Q And do these packages include a stay at
9 the hotel?

10 A Yes, they do.

11 Q Okay. And right under where you just
12 read, can you read that into the record as well?

13 A Ritz, Special Occasion Package; January 1
14 to December 31st, 2005; Rate: Starting at \$369 US
15 dollars. For anniversaries, birthdays, honeymoons,
16 or just to get away from it all and pamper yourself,
17 the Special Occasion package offers guests a simple
18 way to celebrate a special event or just relax.

19 Q And if you could, turn to the next page
20 RC0086.

21 A Okay.

22 Q If you can, just read what it says into

1 the record starting with packages and experiences.

2 A Ritz Weekend Bed and Breakfast;
3 January 1, to December 31st, 2005; Rate: Starting at
4 \$319 US dollars.

5 Q Okay. That's fine.

6 And if you could, turn to the next page,
7 RC0087. Again, we're still in Exhibit 1.

8 If you could, just read what it says into
9 the record starting with packages and experiences.

10 A Okay. Ritz Special Occasion Package;
11 January 1 to December 31st, 2005; Rate: Starting at
12 \$369 US dollars.

13 MR. MAZUR: Okay.

14 (The document referred to below was
15 previously marked for Identification
16 as Exhibit No. 2.)

17 BY MR. MAZUR:

18 Q Now, if you could, turn to Exhibit 2,
19 which is marked RC0090 through RC0092. If you could,
20 just read the first couple of lines into the record
21 at the bottom of the page.

22 A Yes. Ritz Bed and Breakfast Package

1 on-going; Rate: Starting from \$399 to \$439 US
2 dollars. Package price is based on availability.

3 Q Okay. That's fine.

4 And just so we can back up, can you tell
5 us what this page is?

6 A Yes. This is from the Ritz-Carlton San
7 Francisco package web site.

8 Q Okay. So this is a similar package from
9 what we just looked at in Exhibit 1.

10 A That's correct.

11 Q Okay. And if you could, turn to RC0092;
12 and just tell us what that is.

13 A Again, San Francisco Ritz Bed and
14 Breakfast Package; Ongoing Rate: Starting from \$399
15 to \$439 US dollars; package price is based on
16 availability.

17 MR. MAZUR: Okay. Very good.

18 (The document referred to below was
19 previously marked for Identification
20 as Exhibit No. 3.)

21 BY MR. MAZUR:

22 Q If you could, turn to what we have

1 numbered as Exhibit 3 --

2 A Okay.

3 Q -- and this is marked RC0113 through
4 RC0118.

5 A Okay.

6 Q And can you us what that is?

7 A Yes. Again, this is package information
8 from the Ritz-Carlton Orlando in Florida.

9 Q Okay. And if you can, look down in the
10 bottom of the page under room -- I think, three down;
11 it's the last one on the page -- if you could, read
12 that for us.

13 A Yes. It's the Ritz Bed and Breakfast
14 Package; Year Round, based on availability; rates
15 vary depending on dates; Rate: Starting from \$279 US
16 dollars per night.

17 MR. MAZUR: Okay.

18 (The document referred to below was
19 previously marked for Identification
20 as Exhibit No. 4.)

21 BY MR. MAZUR:

22 Q And if you could, turn please to

1 Exhibit 4.

2 A Okay.

3 Q And can you tell us what this is?

4 A This is, again, package information from
5 the Ritz-Carlton Amelia Island.

6 Q And do you know where that hotel is
7 located?

8 A Yes. It's in Florida.

9 Q Okay. And at the bottom of that page in
10 Exhibit 4, RC0095, can you read what that says for
11 us?

12 A Ritz Bed and Breakfast Package; year
13 round, based on availability; Rate: Starting from
14 \$259 US dollars.

15 Q Okay. And then if you -- so that
16 continues onto RC0096. If you can, turn to that
17 page. And if you go down four of the packages, if
18 you could, read that for us, please.

19 A Ritz Special Occasion Package; Year
20 Round; Rate: Starting from \$299 US dollars.

21 MR. MAZUR: Okay.

22 (The document referred to below was

1 previously marked for Identification
2 as Exhibit No. 5.)

3 BY MR. MAZUR:

4 Q And then let's turn to Exhibit 5. And
5 these are documents Bates numbered RC0121 through
6 RC0124.

7 A Okay.

8 Q And can you tell us what this is?

9 A Yes. Again, package information from the
10 Ritz-Carlton in Sarasota, Florida.

11 Q And under room, if you could, read the
12 the second package down into the record, please.

13 A Art Lovers Package; ongoing Rate:
14 Starting from \$449.

15 Q And if you could, read on, please.

16 A The Art Lovers Package at The
17 Ritz-Carlton Sarasota is a terrific getaway for those
18 who enjoy history and art. The package includes two
19 tickets to Sarasota's John and Mable Ringling Museum
20 of Art complex including the stunning Ca D'Zan
21 mansion.

22 Q Okay. And if you could, read what

1 appears under that.

2 A Ritz Bed and Breakfast Package; ongoing
3 Rate: Starting from \$379 US dollars.

4 Q And if you could, just read the next line
5 as well.

6 A Okay. Experience hospitality as
7 refreshing as a bayside breeze at a resort as
8 welcoming as the destination itself.

9 MR. MAZUR: Okay.

10 (The document referred to below was
11 previously marked for Identification
12 as Exhibit No. 6.)

13 BY MR. MAZUR:

14 Q If we can, let's turn to Exhibit 6; and
15 these are documents RC0127 through RC0129.

16 A Okay.

17 Q Can you tell us what this is?

18 A Yes. Again, Package information off the
19 web site of the Ritz-Carlton Atlanta.

20 Q And if you could, read into the record
21 what it says under room.

22 A Ritz Bed and Breakfast Package; through

1 May 22nd, 2005; Rate: \$209 US dollars.

2 Q Okay. And just so we are clear, can you
3 tell us how Ritz appears in this exhibit; or if I can
4 correct that, where it appears in relation to the
5 bed-and-breakfast-package portion?

6 A The word "Ritz" appears right above the
7 package.

8 Q Okay. And is that manner consistent with
9 the prior exhibits we just looked at?

10 A Yes, it is.

11 Q Okay. And if you could, go down two
12 packages and read that one for the record, please.

13 A The High Museum Art of Romare Bearden
14 package; February 11th to April 24th, 2005; Rate:
15 From \$225 US dollars. View the Art of Romare Bearden
16 at the High Museum and enjoy a lovely evening at The
17 Ritz-Carlton Atlanta.

18 MR. MAZUR: Okay.

19 (The document referred to below was
20 previously marked for Identification
21 as Exhibit No. 7.)

22 BY MR. MAZUR:

1 Q If you can, turn to what we have marked
2 as Exhibit Number 7; and tell us what that is.

3 A This is, again, package information from
4 the Ritz-Carlton Buckhead. It's our second hotel
5 that's in Atlanta.

6 Q Okay. And these are documents -- this
7 Exhibit 7 are documents numbered RC0131 through
8 RC0135.

9 And can you tell us what it says under
10 room?

11 A Yes. Ritz Special Occasion; Through
12 May 22nd, 2005; Rate: From \$329 US dollars.

13 Q And if you could, go down two packages;
14 and read what it says there.

15 A Ritz Bed and Breakfast Package; Through
16 May 22nd, 2005; Rate: \$259 US dollars.

17 Q And if you could, go two down from
18 there -- again, we are in Exhibit 7, number RC0131 --
19 and read what it says.

20 A The High Museum of Art Romare Bearden
21 Package; February 11 to April 24, 2005; Rate: From
22 \$279 US dollars.

1 Q And if you could, just read the next
2 sentence as well?

3 A Enjoy the new exhibit, The Art of Romare
4 Bearden, at the High Museum and a gracious evening at
5 The Ritz-Carlton Buckhead.

6 MR. MAZUR: Okay. Very good.

7 We have one more along these lines.

8 (The document referred to below was
9 previously marked for Identification
10 as Exhibit No. 8.)

11 BY MR. MAZUR:

12 Q If you could, turn to exhibit 8; and tell
13 us what that is.

14 A Again, package information from the
15 Ritz-Carlton Boston web site.

16 Q Okay. And two down, under where it says
17 room, if you could, read that into the record.

18 A Okay. Puttin' On The Ritz; Select
19 weekends in February 2005; Rate: \$475.

20 Q And the next sentence --

21 A The Enliven the Senses Festival fills the
22 air with cabaret performances weekend evenings

1 through February.

2 Q Okay. Very good.

3 So did the exhibits we just looked at
4 numbered 1 through 8 show use of Ritz in the
5 promotion of your company's lodging and accommodation
6 services?

7 A Yes.

8 Q And is your company currently using Ritz
9 in the promotion of its lodging and accommodation
10 services?

11 A Yes, we are.

12 Q And is the current use of Ritz in the
13 same manner as which we just reviewed in exhibits
14 1 through 8?

15 A Yes, it is.

16 Q Okay. Now, are you familiar with
17 Ritz-Carlton's trademark, the Ritz-Carlton Club?

18 A Yes, I am.

19 Q And is this mark currently used in the
20 advertising and promotion of Ritz-Carlton services?

21 A Yes, it is.

22 Q And can you tell us what goods or

1 services are offered under this trademark?

2 A This falls under our real estate
3 division, so it's fractional ownership and time
4 share.

5 Q Okay. And are you familiar with
6 Ritz-Carlton's trademark, The Ritz Kids?

7 A Yes, I am.

8 Q And is this trademark currently used in
9 the advertising and promotion of Ritz-Carlton
10 services?

11 A Yes.

12 Q Can you tell us what goods or services
13 are sold under the trademark, Ritz Kids?

14 A It's a children's program featured at
15 many of our hotels.

16 Q And do you know what the program entails?

17 A It's a daily activity for children, more
18 of an educational or interactive service, for kids to
19 partake in when they are on vacation.

20 Q And this is offered in the hotels?

21 A Yes, it is.

22 Q And are you familiar with Ritz-Carlton's

1 trademark, the Ritz-Carlton Lodge?

2 A Yes.

3 Q And is this trademark currently used in
4 the advertising and promotion of Ritz-Carlton
5 services?

6 A Yes, it is.

7 Q And can you tell us what goods or
8 services are sold under the trademark Ritz-Carlton
9 Lodge?

10 A It's another type of hotel experience.
11 Right now ~~there~~ *located* is one lodge facility that's a resort
12 that's in the State of Georgia.

13 Q Okay. I see. Let's move on.

14 Can you tell us what Ritz-Carlton does to
15 enhance the customer recognition of the Ritz-Carlton
16 brand?

17 A What does the Ritz-Carlton do to
18 enhance -- well, we protect our mark. We protect
19 kind of the reputation of Ritz-Carlton through
20 -- really, specifically, through my office.

21 Q Do any advertising -- would you consider
22 advertising and promotional activities to enhance

1 customer recognition of the brand?

2 A Yes. Well, placing advertising and the
3 position of the brands we're advertising would be one
4 of the activities to better communicate the brand
5 message.

6 Q And this is an integral function of your
7 current position at Ritz-Carlton.

8 A Yes, it is.

9 Q Can you tell us; to what types of
10 customers does Ritz-Carlton direct its
11 advertisements?

12 A Well, we pursue an affluent customer,
13 someone who values tasteful design, elegant
14 surroundings.

15 Q And would you consider art to be part of
16 the tasteful design you mentioned?

17 A Yes. Art is a key component to the
18 design of most of our hotels.

19 Yes. That would definitely come into
20 play with the Ritz-Carlton customer.

21 Q Okay. Now, do you know whether the
22 Ritz-Carlton mark and the Ritz-Carlton brand is known

1 to the general public?

2 A Yes. I mean, in general terms, the
3 Ritz-Carlton is extremely well known; and it's
4 referenced in, you know, movies, television, and
5 books. Yes. The general public recognizes this
6 name.

7 Q Okay. Now, do you know if any studies
8 have ever been conducted on the Ritz-Carlton brand?

9 A There have been different studies.

10 And Ritz-Carlton, I can say we have come
11 out quite often as a highly recognized, respected
12 brand.

13 I know in 2005 and 2006, the Luxury
14 Institute in New York recognized our brand as being
15 the most prestigious luxury brand in the United
16 States.

17 Q Okay. Now, what can you tell us about
18 the Luxury Institute?

19 A This is an organization based in New
20 York. They primarily conduct research of luxury
21 organizations. And they study anything from the
22 automobile industry, travel industry, fashion, and

1 retailers.

2 Q Okay. Now, does Ritz-Carlton commission
3 or pay the Luxury Institute to do these studies?

4 A No. We have not.

5 Q So these are independent studies that
6 they conduct.

7 A That's correct.

8 MR. MAZUR: Okay.

9 (The document referred to below was
10 previously marked for Identification
11 as Exhibit No. 9.)

12 BY MR. MAZUR:

13 Q Now, let me ask you to turn to what's
14 marked as Exhibit 9.

15 A Okay.

16 Q And can you tell me what this is?

17 A This is a press release that the
18 Ritz-Carlton produced and distributed via marketWIRE,
19 which is a wire distribution service.

20 Q Okay. Now, is this a press release that
21 Ritz-Carlton prepared in the ordinary course of
22 business?

1 A Yes, it is.

2 Q And what is the date of the press
3 release?

4 A This is dated March 29th, 2005.

5 Q And could you please read into the record
6 what this says about the Ritz-Carlton brand?

7 A The headline says: The Ritz-Carlton
8 Hotel Company, LLC, named most prestigious luxury
9 brand.

10 Q And then if you could, just read into the
11 record the first paragraph.

12 A The Ritz-Carlton Hotel Company, LLC, was
13 named the most prestigious luxury brand among 52
14 elite brands rated by wealthy consumers in the United
15 States. The study conducted by the Luxury Institute
16 in New York City evaluated four major luxury
17 categories: automobiles, hotels and resorts, fashion
18 designers, and retailers.

19 Q And if you could, just read also into the
20 record the first sentence of the next paragraph.

21 A The proprietary Luxury Brand Status
22 Index, LBSI, and it's survey are the only available

1 measures of the value and equity of leading luxury
2 brands to wealthy Americans.

3 Q Now, if you could, go down three
4 paragraphs to where it says, half of the top 10. If
5 you could, read that sentence or those two sentences
6 into the record, please.

7 A Okay. Half of the top 10 brands across
8 the four categories were automobile companies. These
9 were led by Porsche and Mercedes. Fashion designers
10 took three of the top 10 brand spots led by Armani.

11 Q So Ritz-Carlton finished ahead of these
12 luxury brands. Is that your understanding?

13 A That's correct.

14 Q And can you tell us whether or not this
15 study concluded that the Ritz-Carlton brand has more
16 equity and value than any other luxury brand?

17 A Yes. According to the study, it does.

18 MR. MAZUR: Okay.

19 (The document referred to below was
20 previously marked for Identification
21 as Exhibit No. 10.)

22 BY MR. MAZUR:

1 Q Now, if you can, turn to what we've
2 marked as Exhibit 10. Can you tell me what that is?

3 A This is a news release produced by The
4 Ritz-Carlton Hotel Company.

5 Q And is this a news release that
6 Ritz-Carlton prepared in the ordinary course of
7 business?

8 A Yes, it is.

9 Q And can you please read into the record
10 what this says about the Ritz-Carlton brand?

11 A The Luxury Institute names The
12 Ritz-Carlton Hotel Company number one luxury services
13 brand for 2005.

14 Q Now, can you explain or let us know the
15 difference between this and the prior study that we
16 saw in Exhibit 9?

17 A Right. The first one really was research
18 undertaken to evaluate luxury companies in general
19 and kind of how the consumer would rate the prestige
20 of the mark.

21 The second follow-up study that they did
22 was based on companies just within a service segment.

1 So this study -- which they now do
2 annually -- looked at tour operators, the cruise
3 industry, private jets, luxury retailers, wealth
4 management firms, and brokerage firms.

5 Q I see. And can you read into the record
6 the first sentence of the first paragraph.

7 A Yes. The Ritz-Carlton Hotel Company,
8 LLC, was named the most prestigious luxury brand in
9 the overall luxury services segment for 2005 amongst
10 230 luxury services brands as rated by wealthy
11 consumers in the United States.

12 Q And just so we're clear, can you let us
13 know the date of this press release?

14 A This was dated December 1, 2005.

15 Q And you indicated that the study covered
16 several major service categories.

17 Was one of those service categories
18 luxury retailers?

19 A That's correct.

20 Q Is Ritz-Carlton a luxury retailer, in
21 your opinion?

22 A Yes. We would be.

1 Q And would you consider fine art to be a
2 luxury item?

3 A Yes, I would.

4 Q And is a gallery that sells fine art a
5 luxury retailer?

6 A Yes.

7 Q So let's move on.

8 Has Ritz-Carlton received any awards for
9 the services it offers?

10 A We received numerous awards over the
11 course of, you know, founding the company in 1983.

12 And I should just add to that in our
13 industry, within the travel industry, Ritz-Carlton
14 has received every possible award that's out there,
15 be it within travel services, publishing houses.

16 Everything that would exist in the United
17 States, at one time or another, we have won every
18 possible award.

19 MR. MAZUR: Okay.

20 (The document referred to below was
21 previously marked for Identification
22 as Exhibit No. 11.)

1 BY MR. MAZUR:

2 Q So let me ask you to turn to our Exhibit
3 Number 11.

4 A Okay.

5 Q And can you tell us what this is?

6 A Again, this is off the Ritz-Carlton web
7 site. There is a site list that showcases the awards
8 that the company has won, and they are broken down by
9 category.

10 This just shows -- so in the United
11 States, the Mobil Five-Star awards and also the AAA
12 Five-Diamond awards are two of the most prestigious
13 awards; and those are featured on the first page.

14 Q Okay. And these awards look like they
15 are dated -- some of them are 2005. And has
16 Ritz-Carlton won similar awards since that time?

17 A Yes. We have.

18 Q And if you could, read into the
19 record -- in the paragraph at the top of the page
20 under awards and honors, can you read the second
21 sentence of that paragraph, please.

22 A The second sentence: The Ritz-Carlton

1 Hotel Company is the first and only hotel company
2 honored with the Malcolm Baldrige National Quality
3 Award from the United States Department of Commerce.

4 Q And if you could, read the next sentence
5 as well.

6 A The Ritz-Carlton is the only service
7 company to receive this prestigious award two times,
8 in 1999 and 1992.

9 Q And can you tell us what this award is
10 based on?

11 A This is based on quality management.

12 And what they do, the criteria -- it's a
13 very rigorous award to apply for and ultimately to
14 win -- but there is really seven key areas that they
15 evaluate performance.

16 Q And do you know what those categories
17 are?

18 A I do. The seven categories are:
19 leadership; strategic planning; customer and market
20 focus; measurement, analysis, and knowledge
21 management; human resource focus; process management;
22 and results.

1 Q And you had indicated that Ritz-Carlton
2 has won this award two times, correct?

3 A That's correct.

4 Q And how often can a company apply for
5 this award?

6 A You can only apply every seven years.

7 Q And when did Ritz-Carlton win this award?

8 A We won it in 1992 and again in 1999.

9 Q So then the last two times that the
10 Ritz-Carlton applied, it won, correct?

11 A That's correct.

12 Q Okay. Now, if we can move on, can you
13 tell us; how important is the protection of the Ritz
14 and Ritz-Carlton trademarks to Ritz-Carlton?

15 A It's extremely important.

16 Q And if you can, tell us what kind of
17 steps that Ritz-Carlton takes to enforce its brand
18 standards and protect its trademarks.

19 A Well, out of my office, I have to say on
20 a daily basis a good portion of my time is allocated
21 toward intellectual property rights and ensuring that
22 no one is breaking the rules that are outlined as to

1 the representation of the brand in the marketplace.

2 Q And so, then, Ritz-Carlton has
3 established brand standards that must be met by
4 anyone using Ritz or Ritz-Carlton, correct?

5 A That's correct.

6 Q And can you briefly describe what these
7 standards are?

8 A Well, the standards would include use of
9 the logo in all applications, be it print or on the
10 web site or on gift items, logowear, whatever it
11 might be; also, you know, the color of the ink that
12 would be used; the size of the logo; the placement,
13 use of the name within copy points, be it in
14 advertising or collateral materials.

15 So there is very clear rules that are
16 outlined and available to anyone who would be
17 associated with the Ritz-Carlton name or dealing with
18 us on any sort of a business level.

19 Q And would these rules also apply to use
20 of the Ritz-Carlton trademark?

21 A Yes.

22 Q And can you let us now how Ritz-Carlton

1 enforces its brand standards?

2 A Well, through my office, you know, the
3 rule is that everything comes through the marketing
4 department for approval.

5 If there is a situation where someone is
6 not following the rules, our legal team gets
7 involved; and this happens, you know, quite often.
8 That's a good portion of my job, is ensuring that the
9 rules are followed and that standards are met.

10 Q I see. Now, you are familiar with
11 Ritz-Carlton's advertising and promotional
12 activities, correct?

13 A I am.

14 Q Can you tell let us now about how much
15 does your company spend each year on such activities?

16 A From an advertising standpoint, we spend
17 about \$11 million US dollars worldwide.

18 The majority of the funds are spent in
19 the United States. In 2007, we will spend about
20 \$9 million on advertising with about \$2 million spent
21 outside of America.

22 Q Okay. Can you let us now how this money

1 is spent?

2 A That figure is on advertising entirely,
3 so it's print ads that would appear in ~~kind of~~
4 upscale business ^{and} life-style publications.

5 Q Okay. Now, would that figure -- I think
6 it was the \$11 million figure you mentioned -- would
7 that reflect collateral and brochures?

8 A No. We also spend an additional
9 approximately \$5 million on collateral photography,
10 promotional, and support materials.

11 Q And this is \$5 million approximately on a
12 yearly basis.

13 A Yes.

14 I should add, also, a large sum of money
15 is spent on real estate advertising for Ritz-Carlton.
16 And on an annual basis, currently, they are spending
17 about \$10 million.

18 Q And is that in the United States?

19 A Yes, it is.

20 Q And this is on top of the \$11 million you
21 mentioned before.

22 A Correct.

1 Q Okay. Does Ritz-Carlton retain any
2 outside agencies for promotional purposes? 40

3 A We do. As a company, we have ~~20~~ PR
4 agencies that we retain at a brand level or a
5 property level. Out of that, 20 are located in the
6 United States and 20 are located outside of America.

7 Q And can you briefly summarize what these
8 agencies do?

9 A The agencies are primarily focused on
10 media relations, but their goal is to create
11 awareness and interest in the Ritz-Carlton overall.

12 Q And can you tell us; what media and
13 channels are used for the advertising and promotion
14 of Ritz-Carlton?

15 A Well, right now, our focus is print
16 advertising. And the media that we look at are all
17 -- they are high-end publications that
18 demographically would match our consumer demo. *profile*

19 In America, from a newspaper standpoint,
20 we advertise in The Wall Street Journal and The New
21 York Times; and then on consumer travel, Conde Nast
22 Traveler, Travel & Leisure; and then on the

1 life-style front, Town & Country, Vanity Fair, W,
2 when it comes to fashion, Gourmet, and Departures.
3 Really those are our primary focuses with the revenue
4 that we have.

5 Q I see. And do you know whether -- these
6 publications of the type you just mentioned, do they
7 also contain advertisements for art galleries?

8 A Many of them do, yes.

9 Q So an advertisement for a Ritz-Carlton
10 could be next to an advertisement for an art gallery?

11 A Quite possibly, yes.

12 Q Okay. And would you consider the
13 Internet to be a valuable part of Ritz-Carlton's
14 advertising and promotion?

15 A Definitely, the Internet is a very
16 important tool for us.

17 Q Okay. So we will get back to that a
18 little bit in a minute.

19 Can you tell me about the brochures and
20 other collateral?

21 You mentioned that those types of items
22 weren't included necessarily in that \$11 million

1 figure you mentioned.

2 But can you tell us about the brochures
3 and other collateral that Ritz-Carlton and its hotels
4 produce?

5 A We produce a variety of promotional
6 pieces to support hotel sales. So they're such
7 things as a rack brochure, a meeting/conference
8 brochure. We do newsletters. We do direct-mail
9 pieces. We produce a retail catalog. We also
10 produce a quarterly magazine called The Ritz-Carlton,
11 which is distributed worldwide in all of our hotel
12 guest rooms and also in Ritz-Carlton clubs on the
13 real estate side.

14 Q Now, can you tell us where the brochures
15 are distributed?

16 A The brochures are distributed at trade
17 shows. They are used as fulfillment pieces when
18 someone either calls one of the hotels or our 800
19 reservations line to seek more information about a
20 property. Also, it's used as fulfillment when a
21 guest visits our web site.

22 Q And do you know whether all those

1 brochures contain use of the trademarks Ritz and
2 Ritz-Carlton?

3 A Yes, they do.

4 Q And can you tell us about the newsletters
5 that you mentioned earlier, where they are
6 distributed?

7 A The newsletters are produced -- well,
8 there is a variety of newsletters. We ~~will~~
9 ~~do~~ *I* often ~~we will~~ produce a newsletter out of the
10 corporate office that focuses on corporate news and
11 development, and then individual properties will
12 produce their newsletters *focusing specifically on their*

13 We use a newsletter at trade shows,
14 client events, special events to either communicate
15 with a travel partner or directly with a consumer.

16 The hotels tend to produce newsletters
17 that are focused on the consumer, and they'll use it
18 as a direct-mail piece or at special events or trade
19 shows.

20 Q So Ritz-Carlton distributes these types
21 of newsletters both on a corporate level and at a
22 hotel level.

1 A That's correct.

2 Q And do you know if these materials, the
3 newsletters you just mentioned, contain use of the
4 Ritz and Ritz-Carlton trademarks?

5 A Yes, they do.

6 Q And can you tell us about the direct-mail
7 activities that Ritz-Carlton engages in?

8 A Well, we do a lot of direct mail. And
9 there, again, it can be driven from the corporate
10 level. It can be as a regional activity or directly
11 from the hotel itself.

12 We work either directly with databases
13 that we own and control -- be it past Ritz-Carlton
14 guests who would like to be communicated with -- or
15 we also work with some of our partners.

16 American Express, Mercedes-Benz, and
17 Neiman Marcus are three of our partners; and we work
18 with them be it on ventures that we have participated
19 in jointly and communicating to their customers or
20 ours.

21 Q Okay. So these direct mail pieces
22 advertise Ritz-Carlton's services, is that correct?

1 A That's correct.

2 Q And do all those materials that you just
3 talked about contain use of the Ritz and Ritz-Carlton
4 trademarks?

5 A Yes, they do.

6 MR. MAZUR: Okay.

7 (The document referred to below was
8 previously marked for Identification
9 as Exhibit No. 12.)

10 BY MR. MAZUR:

11 Q Now, let me ask you now to turn to what's
12 marked as our Exhibit Number 12.

13 A Okay.

14 Q This exhibit begins with what is marked
15 as RC1590, and it's probably not continuous. Let me
16 read the numbers.

17 It's marked as RC1590 through RC1095,
18 RC1610 through RC1615, RC1620 through RC1629, RC1648
19 through RC1664, RC1665 through RC1672, RC1673 through
20 RC1678, RC1697 through RC1706, RC2107 through RC2112,
21 and RC-2113 through RC2124.

22 Now, can you first turn, Ms. Gajcak, to

1 RC1590 through to 1595. It's the first set of our
2 first grouping of documents here.

3 Can you tell me that this document is?

4 A Yes. This is copy of a rack brochure
5 from the Ritz-Carlton Amelia Island.

6 Q And, again, the Amelia Island hotel is
7 located where?

8 A In the State of Florida.

9 Q Okay. Now, if you can, turn to what is
10 marked as RC1593. Could you just briefly describe
11 what this page is?

12 A This is an overview on the property where
13 we highlight the location and go into ~~kind~~^e of an
14 at-a-glance detail of what the property has to offer.

15 Q Okay. Now, on the right side of the page
16 under shopping, can you please read into the record
17 what it says under the first bullet point.

18 A The retail shop of the Ritz-Carlton
19 Amelia Island -- in parentheses -- located at the
20 resort.

21 Q And then the third bullet point down, the
22 final one in the shopping section, could you read

1 that into the record, please.

2 A The shops at Amelia Island Plantation, a
3 collection of fine boutiques and galleries -- in
4 parentheses -- three miles away.

5 Q Okay. Now, can you next turn to what is
6 marked in the same exhibit, Exhibit 12, RC1610
7 through RC1615.

8 A Okay.

9 Q And can you tell us what this is?

10 A Yes. This is a rack brochure from the
11 Ritz-Carlton Kapalua. This is a resort that is
12 located on the Island of Maui in Hawaii.

13 Q And are you familiar with this location?

14 A I am.

15 Q If you can, turn to what's marked as
16 RC1613.

17 A Okay.

18 Q And on the third column, the second to
19 the last line from the bottom -- the third to last
20 line from the bottom -- excuse me -- and this is,
21 again, in Exhibit 12 -- can you read into the record
22 what it says?

1 A Artist-in-Residence program.

2 Q And if you could, read the next line as
3 well.

4 A The Art School at Kapalua; Aloha Friday
5 activities; Eco-Tour hikes and activities.

6 Q Okay. Now, if you can, turn next to what
7 is marked as RC1620 through RC1629 in the same
8 Exhibit 12.

9 A Okay. Again, this is a rack brochure for
10 The Ritz-Carlton Coconut Grove that's located in
11 Miami Beach, Florida.

12 Q Okay. Now, if you can, turn to what is
13 marked as RC1621.

14 A Okay.

15 Q And underneath the photograph, could you
16 read into the record the second sentence?

17 A Soaring ceilings, stately columns, a
18 cascading waterfall, and a collection of original art
19 are among the lavish appointments gracing the
20 inviting lobby.

21 Q Okay. Now, if you could, also turn to
22 RC1625. This is in the same brochure.

1 A Okay. All right.

2 Q And if you could, read into the record
3 the first sentence under the picture.

4 A Just steps from the Ritz-Carlton Coconut
5 Grove is a historic walking village teeming with
6 sidewalk cafes, boutiques, art galleries, live
7 theater, and entertainment venues, and a picturesque
8 marina.

9 Q Okay. Now, could you next turn to RC1648
10 through RC1664?

11 A Okay.

12 Q And can you tell me what this is?

13 A This is our rack brochure for The
14 Ritz-Carlton New York Central Park.

15 Q Okay. Now, if you can, turn to what's
16 marked as RC1650.

17 A Okay.

18 Q And if you could, read to me the last
19 sentence in the paragraph on that page.

20 A Exquisite details such as antique
21 chandeliers, original paintings by American modernist
22 Samuel Halpert, and works of floral art by renowned

1 designer Jane Packer create a residential air
2 complemented by glorious views of Central Park.

3 Q Okay. Now, finally, can you next turn to
4 what is marked in Exhibit 12 as RC1673 through
5 RC1678?

6 A This is the Ritz-Carlton Laguna Niguel.
7 This is in Southern California.

8 Q And is this a brochure for that location?

9 A Yes. This is the rack brochure.

10 Q Okay. Now, if you can, turn to what's
11 marked as RC1675.

12 A Okay.

13 Q On the right -- let's see.

14 In the middle column, where it says
15 amenities down in the bottom --

16 A Right.

17 Q -- if you can, read that entire
18 paragraph.

19 A Amenities: two miles of sandy beach; two
20 heated outdoor pools; two outdoor whirlpools;
21 complete Fitness Center featuring exercise equipment,
22 massage, sauna and steam baths; barrier-free

1 accessibility; 18 acres of gardens; The Art Gallery,
2 tours available -- in parentheses -- beauty salon;
3 babysitting; The Ritz Kids program.

4 Q So the wording, The Art Gallery, appears
5 under the wording Amenities.

6 A That is correct.

7 Q Okay. Now, two paragraphs down from
8 there, could you read into the record what it
9 says -- and this is, again, RC1675 -- the first two
10 lines where it says Shopping?

11 A Laguna Beach -- in parentheses --
12 10 minutes away, featuring art galleries, antiques
13 and boutiques.

14 Q Now, there may be a few other brochures
15 in this exhibit, Exhibit 12; but we won't go through
16 all of them.

17 But can you tell me; are documents in
18 Exhibit 12 all copies of brochures or collateral that
19 your company and its hotels have produced and
20 distributed in the ordinary course of business?

21 A Yes. That is correct.

22 Q And are these documents of the type in

1 Exhibit 12 typical of the brochures and collateral
2 produced and distributed by Ritz-Carlton in its
3 hotels?

4 A Yes, these are.

5 Q Okay. Now, I would like to talk about
6 the Ritz-Carlton web site.

7 Can you tell me; what role does
8 Ritz-Carlton's web site play in advertising or
9 promoting the Ritz and Ritz-Carlton marks?

10 A The web site is a major communications
11 tool for us, also a very strong booking channel for
12 the brand.

13 Q Okay. So it's possible to book a room at
14 the Ritz-Carlton site.

15 A Yes, it is, through the web site.

16 Q Okay. And can you tell us what the
17 address of the official Ritz-Carlton web site is?

18 A Yes. It's www.ritzcarlton.com.

19 Q Okay. And a consumer can book a room at
20 the Ritz-Carlton hotel from the site, you mentioned.

21 Can a consumer purchase or book anything
22 else, any other kind of activities at the

1 Ritz-Carlton web site?

2 A Yes. You can book dinner reservations.
3 You can book a group into the hotel. You can
4 organize wedding plans and special event plans
5 through the web site.

6 Q Now, would you consider this web site to
7 be a large focus of the Ritz-Carlton business?

8 A Yes. It's a very big focus of our
9 business.

10 Q Would you say it's the primary place that
11 consumers go to for information about the
12 Ritz-Carlton?

13 A Yes. It's probably the primary place the
14 visitors head to for Ritz-Carlton information.

15 Q Okay. Now, what is the amount of revenue
16 attributable to the Ritz-Carlton web site?

17 A In 2006, we did approximately
18 \$110 million through the web site.

19 Q And can you tell us what that figure
20 represents?

21 A Overall in the course of revenue for the
22 brand worldwide, you mean?

1 Q Or is the \$110 million figure, that's
2 just attributable to consumers going to the site and
3 purchasing Ritz-Carlton's services, correct?

4 A That's correct. So that's strictly
5 through the web site, revenue that's been generated
6 on-line.

7 Q Okay. So just to summarize, the
8 Ritz-Carlton web site at ritzcarlton.com was
9 responsible for bringing in about \$110 million in
10 revenue in 2006; is that correct?

11 A Yes. That's correct.

12 Q Can you tell us; approximately how many
13 hits does the Ritz-Carlton web site get?

14 A Well, I'd say I break it down a little
15 bit differently.

16 We get about 1.4 million visitors per
17 month to ritzcarlton.com. Hits would actually be
18 about five times that figure, because when someone
19 goes into the home page, you count a hit, like, when
20 we rotate in the images. So if you rotate the image
21 five times, that's five hits; although it's really
22 just one visitor.

1 Q I see.

2 A So we would say -- I guess it's more
3 conservative; but, you know, it's about 1.4 million
4 individuals are visiting our web site on a monthly
5 basis.

6 Q And some of those individuals can come
7 back on different occasions and that accounts for why
8 the number of hits is larger, correct?

9 A That's correct. Yes.

10 Q Okay. Now, are you familiar with the
11 amount of revenue that is generated by Ritz-Carlton
12 on a yearly basis overall?

13 A Yes. As a group, we do about \$3 billion
14 in annual revenue.

15 Q Okay. And that's across all businesses?

16 A Yes.

17 Q And do you have a sense as to the amount
18 of revenues Ritz-Carlton generated in prior years?

19 A Well, I mean, our company -- the profits
20 continue to increase year to year. When I go back
21 to, say, 1989-1990, our revenues were about
22 50 percent of what they are today.

1 Q But those revenues, then, were still over
2 a billion dollars a year, correct?

3 A Yes. They were.

4 Q And out of the \$3 billion figure you
5 mentioned, do you know about how much of this is
6 generated in United States?

7 A The majority of that revenue is within
8 the U.S. at the current time.

9 Q Okay.

10 A And I have to say the majority of our
11 hotels are located in the U.S. right now.

12 Q I see. So can you tell us the
13 approximate number of room nights that are booked at
14 the Ritz-Carlton hotels each year?

15 A In 2006, we did about four and a half
16 million room nights. And out of that, I would say
17 three million were booked in the U.S. and, you know,
18 1.5 outside of the United States --

19 Q I see.

20 A -- 1.5 million outside of America.

21 Q I see. Now, is Ritz-Carlton involved in
22 any activities relating to art?

1 A Yes. We -- you know, we're involved in
2 art at many levels.

3 The hotels -- many of our hotels have
4 beautiful art collections, multimillion dollar
5 collections. Then we also do exhibitions with
6 artists. We do fundraising events where we will
7 showcase beautiful artwork and auction off the art.
8 We have visiting exhibitions. So we are extremely
9 involved in the arts in general.

10 Q And does -- the advertising and
11 promotions that your office produces and distributes,
12 does that relate to art-related events?

13 A Yes. We promote these events. So you
14 would quite often see this listed on the web site, in
15 press releases, promotional materials that we're
16 generating.

17 Q So Ritz-Carlton refers to art in
18 advertising and promotional materials?

19 A Yes. We do.

20 Q And would those materials contain use of
21 the Ritz and Ritz-Carlton trademarks?

22 A Yes.

1 Q And do you know; does Ritz-Carlton sell
2 art and art-related items?

3 A We do. In many of our shops, there will
4 be collectibles. There might be items, you know,
5 inexpensive tasteful pieces up to very expensive
6 pieces of art.

7 Q And when you talk about shops, can you
8 tell us what you mean by that?

9 A We have boutiques at all of our hotels
10 around the world where we feature anything -- you
11 know, sundry items -- magazines to resortwear or
12 designerwear, high-end sunglasses -- and, you know,
13 lovely pieces of art; ~~you know~~, high-end photographic
14 books; you know, that sort of thing.

15 Q And these locations are located in the
16 Ritz-Carlton hotels?

17 A Yes. And they're managed by us.

18 Q I see. Now, do you know; does
19 Ritz-Carlton host or sponsor art auctions at its
20 facilities?

21 A We do. Quite often, there will be events
22 at different hotels showcasing, ~~you know~~, local

1 artists, visiting artists.

2 Q And does Ritz-Carlton refer to such art
3 auctions and promote them at part of its promotional
4 activities?

5 A Yes, we do.

6 MR. MAZUR: Okay.

7 (The document referred to below was
8 previously marked for Identification
9 as Exhibit No. 13.)

10 BY MR. MAZUR:

11 Q Now, if I can ask you to turn to the last
12 exhibit, Exhibit 13 --

13 A Okay.

14 Q -- can you tell me what this is?

15 A This is an invitation that we sent out
16 last fall.

17 We did an event in New York with Lucy
18 Liu, the actress. Many people don't know she is
19 actually a talented artist. We showcased her artwork
20 in a private gallery in New York and we auctioned off
21 the pieces for charity.

22 The money benefited our Ritz-Carlton

1 Community Footprints fund as well as Unicef. Lucy
2 Liu is a spokesperson for Unicef.

3 Q And what can you tell me about the
4 Community Footprints fund?

5 A Community Footprints is an organization
6 that we created. And what it is is an entity that is
7 directed at the corporate level, but it allows the
8 hotels at the property level to be creative and
9 embrace local charities and raise funds to support
10 people in their communities that they think are most
11 worthy of working with to ultimately improve and
12 benefit their local community.

13 Q And this is a Ritz-Carlton endeavor,
14 correct?

15 A That's correct.

16 Q And with respect to Exhibit 13, you
17 mentioned that this was an event that was held last
18 fall. Just so we are clear, that's fall 2006;
19 correct?.

20 A That's right.

21 Q And where was this event held?

22 A It was in a gallery in New York. It was

1 called the Milk Gallery, just a great exhibition
2 space.

3 And, actually, this item that we're
4 looking at, this was the e-mail invite that was sent
5 out.

6 We also did a printed invitation with the
7 art that you see kind of on half of this page. That
8 was the cover of the invitation.

9 Q So the invitation that is in Exhibit 13
10 was sent out by e-mail to consumers.

11 A Yes. It was sent out to a targeted group
12 of consumers. It was our VIPs, some of the
13 entertainment industry, Lucy Liu's friends, and kind
14 of a very select crowd in New York.

15 Q And what can you tell me about the Milk
16 Gallery where this event was held?

17 A This was a private gallery that we
18 selected to hold this exhibition. It was a very
19 modern, clean space.

20 Q And this is an art gallery.

21 A Yes, it is.

22 Q Okay. Now, if I could just ask you, in

1 Exhibit 13, just to read into the record the first
2 couple lines there.

3 A The Ritz-Carlton Hotel Company, LLC, is
4 delighted to present Lucy Liu Glass Onion, an art
5 exhibit in support of the U.S. fund for Unicef and
6 the Ritz-Carlton Community Footprints fund.

7 Q Okay. Now, can you tell me how
8 successful this event was?

9 A The event was hugely successful. There
10 was a great turnout. Actually, it was a rainy night
11 and we had lots of people turn up and, also, a great
12 crowd.

13 Friends of Lucy Liu came in support as
14 well and were active bidders the night of the
15 auction, so -- yes -- we felt it was a great success.

16 Q And are more of these events planned by
17 Ritz-Carlton?

18 A Well, we would like to do more with Lucy
19 Liu. I was actually in Bali on my vacation. We're
20 talking about sending Lucy out to Bali to our ~~Boutique~~ *Bulgari*
21 property there and have her do a similar event that
22 would benefit Unicef and our Community Footprints

Managed by Ritz-Carlton

1 fund.

2 Q I see. Now, have individual hotels
3 themselves engaged in events like this in the past?

4 A Yes. It's quite common for Ritz-Carlton
5 hotels either to associate themselves with a local
6 artist or someone, you know, respected within the art
7 community and to put on a special dinner or an
8 exhibition.

9 And quite often, an artist will approach
10 us and either, you know, take meeting space, lounge
11 space and do an exhibition on their own and just use
12 the Ritz-Carlton as a venue for their event.

13 Q And art is sold at these events.

14 A Yes.

15 Q Okay. Now, all of the exhibits and
16 documents that we have looked at today, are they
17 either advertisements or other documents that were
18 prepared in the regular course of business by
19 Ritz-Carlton and it's various hotels?

20 A Yes.

21 MR. MAZUR: Okay. I don't have any
22 further questions at this time, Mr. Clarke.

1 MR. CLARKE: Okay. I do.

2 - - -

3 EXAMINATION BY COUNSEL FOR THE APPLICANT

4 BY MR. CLARKE:

5 Q Hello, Ms. Gajcak.

6 A Hello. How are you?

7 Q I'm very good. I have a couple of
8 questions for you.

9 It sounds like you have an important
10 position at Ritz-Carlton in more or less policing
11 what kind of trademark quality branding goes out.

12 I want to ask you: Does your office
13 decide which trademarks are important enough to file
14 for U.S. registration?

15 A Yes. That would be determined out of the
16 corporate office.

17 Q So that would be your office. That was
18 the question. Would that be your office?

19 A Likely, it might start -- let's say, if
20 it was real estate and we were going to start a new
21 division, ultimately it comes to my office; but it
22 could start somewhere else within the organization.

1 Q One of the more recent trademarks that
2 have been registered by your company is for on-line
3 gaming.

4 Are you familiar with that trademark
5 registration?

6 A No, I'm not.

7 Q You're not. So your office did not
8 decide on doing that, obviously, because you're
9 vice-president of marketing communication and you
10 don't know of the existence of this registration at
11 this time; is that correct?

12 A That's correct.

13 Q Okay. Can you tell me which trademarks
14 your office has decided to file and register in,
15 let's say, the last three or four years?

16 A No. I've only been in my current role
17 now for eight months.

18 Q I see.

19 A So in my current position, we have not
20 gone through the process of trademarking any names or
21 marks.

22 Q Okay. Now, you said that you more or

1 less enforce brand standards and especially the use
2 of your logo.

3 How do you know that someone else has
4 filed for registration, say, that includes the Ritz
5 name?

6 Are you alerted by your attorneys or is
7 that something that you do internally at your
8 corporate office?

9 A You're saying someone whom^e has
10 trademarked the Ritz-Carlton name?

11 A Yes.

12 Q Well, someone who has filed for The
13 Ritz-Carlton name and then it comes to your
14 attention. Is it through your office or is it
15 through your attorneys that alert you?

16 A I would be alerted by someone else. I
17 personally do not monitor that.

18 Q You don't. Does your office monitor
19 that?

20 A And maybe I'm not understanding the
21 question.

22 Q Well, how would you -- like, for example,

1 let's say, Ritz Camera decided to file for the mark,
2 "Ritz. It's the best," in connection with their
3 retail services for camera and photographic
4 equipment.

5 Would your attorneys alert you of that
6 application or would you monitor and search for those
7 in-house, internally, at your corporate office?

8 A Since I've been on board, that hasn't
9 happened. So I can't really -- I can't cite a
10 specific example.

11 Q Okay. Okay.

12 Are you familiar with trademark law in
13 any detail or depth?

14 A Not in great depth, no.

15 Q Okay. But you do the evaluation and you
16 do make sure of the consistency of the advertising
17 and the creative brand marketing throughout the
18 United States and, as I understand it, worldwide,
19 correct?

20 A Yes. It's very clear how our logo -- how
21 the mark is applied, be it in advertising and
22 collateral materials.

1 Q It is. It is. I can see that.

2 A And when there is an infraction, I work
3 directly with our legal department to amend whatever
4 has transpired.

5 Q Okay. When you say "legal department,"
6 do you have an in-house legal department at your
7 corporate office?

8 A Yes, we do.

9 Q You do. And how many attorneys are
10 employed there?

11 A Right now, one.

12 Q One. And how many paralegals would be
13 employed there?

14 A I think there's two. We are in kind of a ^e
15 transitional period right now.

16 Q Okay. And these would be located at the
17 Chevy Chase offices.

18 A Yes.

19 Q Let me ask you another question.

20 It appears to me that -- let's talk about
21 the web site for a second. You have a very
22 impressive web site at ritzcarlton.com.

1 Have you ever gone to ritz.com?

2 A I have, yes.

3 Q Are you familiar with that web site?

4 A Well, I should say, I've Googled Ritz. I
5 don't know -- I actually don't know ritz.com's site.

6 Q I'll refresh your memory. It is the
7 official site of the Ritz Paris Hotel?

8 A Oh, yes. I know that site.

9 Q Okay. Is your company, the Ritz-Carlton,
10 LLC, and the Ritz Paris Hotel connected in any way?

11 A Well, *kind of* the history and the legacy
12 of the Ritz-Carlton dates back to Cesar Ritz, who
13 founded the Ritz in Paris and London.

14 Q Okay. So you're historically connected.
15 Are you financially or legally connected
16 in any way?

17 A We're not financially connected with
18 them, but we do -- we communicate with the Ritz.

19 We have a marketing agreement with the
20 Ritz in London, from a reservation standpoint; and we
21 do liaise with the Ritz in Paris on usage rights of
22 the name and mark around the world.

1 Q I see. So who is the licensor? Is it
2 Ritz-Carlton, LLC, the U.S. company; or is it Ritz
3 Paris, the European company?

4 A We have the rights in the States, but
5 Ritz Paris controls the name in the rest of the
6 world. And we -- country by country, we have various
7 agreements in place as to how we use our name around
8 the globe.

9 Now, I should say that ritz.com isn't the
10 site of the Ritz Paris. It's ritzparis.com.

11 Q Oh, no. Are you in front of a computer
12 right now?

13 A I am, yes.

14 Q Did you type in ritz.com?

15 A I did.

16 Q And what did you get?

17 A And it redirected me to ritzparis.com.

18 Q Correct. So the actual marketing copy,
19 if you will, is for the Paris hotel.

20 A That's correct. But the web site is
21 www.ritzparis.com.

22 Sorry. I was just getting confused. I

1 wasn't familiar with a ritz.com web site.

2 Q Okay. Well, there is one; I have it up
3 on my computer right now; and for the record, it is
4 for the Hotel Ritz Paris.

5 A I guess they have two then.

6 Q It's quite an elaborate site.

7 I was wondering. Do you think there is
8 any confusion with their use of the word Ritz Paris
9 and your brand Ritz-Carlton?

10 MR. LOUGHLIN: I object to the extent it
11 calls for a legal conclusion.

12 The witness can answer.

13 BY MR. CLARKE:

14 Q Would there be any public confusion among
15 your demographic clientele?

16 MR. LOUGHLIN: Same objection.

17 MR. CLARKE: She can answer.

18 MR. LOUGHLIN: You can go ahead and
19 answer, ma'am.

20 THE WITNESS: I personally find the
21 Ritz-Carlton to be separate.

22 I think the -- and I'm speaking -- the

1 American consumer knows The Ritz-Carlton Hotel
2 Company, and I think the Ritz Hotel in Paris has a
3 strong identity on its own.

4 MR. CLARKE: Yes.

5 BY MR. CLARKE:

6 Q In fact, it has a different logo; does it
7 not?

8 A It does have a separate logo.

9 Q Yes. It has a separate logo, and it
10 doesn't use the term Carlton. It instead uses the
11 term Ritz Paris as it's -- quote -- trademark.

12 A There is an association with the brands.
13 I don't find it -- I wouldn't use the word confusing
14 to the consumer.

15 Q Okay. Okay.

16 A And --

17 Q Let's move on.

18 A And I should maybe just say -- and I
19 think that was part of our discussion earlier -- with
20 the reference to Ritz-Carlton as Ritz, it's quite
21 interchangeable.

22 So, you know, there's references every

1 day between -- be it the Ritz-Carlton or -- you know,
2 "I'm heading to the Ritz for drinks." I don't think
3 when someone is heading to Atlanta, they're confusing
4 it with the Ritz in Paris.

5 Q Correct. No. I would agree with you
6 there.

7 A But the reference of Ritz or even a web
8 site that is ritz.com, to me, I wouldn't find that
9 confusing as a consumer.

10 Q Well, I would disagree with you there
11 because a lot of people would type in ritz.com
12 initially to get to the Ritz-Carlton site and not
13 reach it.

14 MR. LOUGHLIN: Is that a question or just
15 an argument?

16 MR. CLARKE: No. That's just a
17 statement.

18 MR. LOUGHLIN: Okay.

19 MR. CLARKE: I'll move on.

20 BY MR. CLARKE:

21 Q Can I ask you how much time you spent in
22 preparation for this deposition with your attorney?

1 A An hour and a half. *4 hours*

2 Q Okay. Because you seem very prepared and
3 you did a very good job.

4 Did you talk to Mr. Derek Flint before
5 the deposition began?

6 A I used to work in the same office with
7 him, but I haven't had a conversation with him
8 probably in a year and a half.

9 Q Okay. Thank you.

10 Did you talk to Simon Cooper before this
11 deposition?

12 A No, I have not.

13 Q You have not.

14 Does Simon Cooper work in the same
15 facility that you do?

16 A Yes, he does.

17 Q He does. And is he your immediate
18 supervisor?

19 A No, he is not.

20 Q What is the name of your immediate
21 supervisor?

22 A His name a Bruce Himelstein.

1 Q And would Mr. Cooper be Bruce's immediate
2 supervisor?

3 A Yes, he would.

4 Q Going back to -- I was interested
5 in -- you mentioned that you use your brochures at
6 trade shows, correct?

7 A Yes. Correct.

8 Q What kind of trade shows do you do in
9 your marketing effort?

10 A We attend a variety of shows around the
11 world.

12 So, for instance, the biggest travel show
13 is called ITB. That takes place in the spring in
14 Germany. It's attended by a worldwide audience.

15 We do internal trade shows where -- in
16 the United States and outside the States -- where
17 we'll invite our top clients in and we'll showcase
18 our properties and our services.

19 So there are some that are commercial
20 shows that we pay to attend, and we have a trade
21 booth; and there are others that we execute
22 ourselves.

1 Q I understand. Thank you.

2 You mentioned that in your newsletters,
3 you're partnered with three companies, Mercedes-Benz
4 being one of them. What were the other two?

5 A American Express and Neiman Marcus.

6 Q Thank you.

7 Are you aware if Mercedes-Benz, American
8 Express, or Neiman Marcus market any art or fine art
9 for sale?

10 A I would assume Neiman Marcus must, as an
11 upscale retailer.

12 I'm not aware of anything that
13 Mercedes-Benz is doing.

14 Q Okay.

15 A And I think with American Express,
16 there's a great association with art just on so many
17 fronts.

18 Q Okay. You mentioned about selling art
19 and art-related items, and the first thing that came
20 to mind for you was collectibles.

21 In your own gift shops, which you like to
22 term "boutiques," what do you consider to be the fine

1 art that is actually for sale under the Ritz-Carlton
2 name?

3 A To me, fine art would be sculpture,
4 photography, paintings.

5 Q Okay. And are you aware that any of your
6 boutiques within your hotels sell any of these items?

7 A Yes. I've stepped into many of our
8 boutiques where we feature fine art.

9 Q Okay. Could you name a couple of the
10 fine art pieces that I would normally or typically
11 find for sale in these boutiques?

12 A The artist, you mean, who --

13 Q No, the pieces; I mean, what would
14 consist of the items?

15 For example, are there frames that you
16 would consider to be fine art for sale?

17 A No. I would consider paintings,
18 photography, be it even -- what I consider to be a
19 collectible would be like kind of a Faberge egg or
20 collectible, an exquisite wooden or jeweled box, you
21 ~~know~~, by a craftsman.

22 Q Okay. And you mentioned a price range

1 for the different items within your boutiques.

2 Limiting this to just what you feel, in
3 your opinion, is fine art, could you give that price
4 range again with regard to that category of goods?

5 A Well, I know our prices within the
6 boutiques, you know, would vary from, you know, a few
7 dollars up to several thousand dollars.

8 You know, what I deemed "fine art," I
9 don't know if, you know, the average Ritz-Carlton
10 guest would.

11 Q Well, you just limited it to Faberge eggs
12 and collectible boxes, sculpture, and paintings.

13 Are you aware of actual original
14 paintings being sold in any of your boutiques?

15 A I can't specifically name a painting that
16 is showcased in one of our boutiques now; but over
17 the years that I've stayed at Ritz-Carltons, I know
18 I've seen paintings in the boutiques, so even prior
19 to my employment with Ritz-Carlton.

20 Q Okay.

21 A So, I mean, I can say I lived at the
22 Ritz-Carlton Kapalua. I'm familiar with an artist

1 named Guy Buffet, who lives in Kapalua. And prior to
2 working for Ritz-Carlton, I know some of his oils
3 were for sale in their shop. And his pieces go for
4 several thousand dollars, so, you ~~know~~, in my mind, I
5 would consider that a piece of fine art.

6 Q With regard to brand strategy, who
7 actually makes the final decisions at your company?

8 A It's a group strategy that our entire
9 sales and marketing team along with product and brand
10 work in tandem to determine the strategy of the
11 brand.

12 Q So no single --

13 A It's not one individual person who is
14 outlining what we're doing.

15 Q No single individual has the veto power
16 to say "yes" or "no" regarding a particular brand
17 strategy or project.

18 A I think several individuals would be
19 listened to, including myself, if we felt something
20 shouldn't be done.

21 Q Doesn't the final decision rest with
22 Mr. Cooper?

1 A Ultimately, if Mr. Cooper didn't believe
2 in something, he certainly has the power and the
3 ability to stop a project.

4 Q Okay. Going back to Exhibit 12, please,
5 and specifically page RC1675 -- I'll give you a
6 moment to get there.

7 A Okay.

8 Q You read a passage starting at the bottom
9 of the middle column, Amenities. And at the top of
10 the third column, it reads: Acres of gardens; The
11 Art Gallery -- paren -- tours available -- close
12 paren.

13 I'm confused. What does that mean
14 exactly, The Art Gallery?

15 A I presume it's an art gallery space where
16 they are showcasing art at the property.

17 Q And this is the Laguna Niguel --

18 A That's correct.

19 Q -- property.

20 If you would, go to the next page, 1676.
21 At the middle of the page or roughly the middle of
22 the page, there is a map.

1 Can you tell me where the gallery is
2 located -- the art gallery is located within the --

3 A You know what?

4 Q -- facility?

5 A I can't.

6 I've slept at the hotel for business
7 meetings and I'm just -- I'm not that familiar with
8 the property and the layout of their space.

9 Q Okay. There is nothing on the -- for the
10 record, on page RC1676, on the map, there are a lot
11 of rooms listed. None of them say, The Art Gallery.

12 A Well, you know what? It wouldn't be
13 listed here because they don't -- I don't see the
14 boutique listed here. I don't see restaurants.

15 I mean, so this -- it probably wouldn't
16 be here anyway.

17 Q Okay.

18 A I mean, this is meeting space; and this
19 is for a meeting planner to determine where they are
20 going to put a meeting and what the setup would be.

21 Q Okay. That's not really relevant to our
22 question.

1 My last question: Are you familiar with
2 any internal solely art galleries within a
3 Ritz-Carlton facility that use the Ritz or the
4 Ritz-Carlton trademark to promote sales of fine art?

5 A I am not familiar with that.

6 Q Okay.

7 A I can't respond. I'm not sure.

8 Q Okay. Who would be the best person to
9 respond to that particular question in your office?

10 A It would probably take a bit of research.
11 It probably would come out of my office, but I would
12 have to reach out to all the general managers and ask
13 them if they have a facility on site.

14 Q So there is a general manager at every
15 facility.

16 A Yes, there is.

17 Q Okay. And would that be -- would you
18 say -- the top executive person at that facility, his
19 title would be the general manager?

20 A Yes. That's correct.

21 Q Okay. So Mr. Cooper or Bruce -- I can't
22 remember his last name -- I'm sorry --

1 A Himelstein.

2 Q -- Himelstein would not be able to answer
3 that question either --

4 A No.

5 Q -- to your knowledge.

6 A I don't think they would know the answer.

7 It would be the same asking Simon,
8 myself, or Bruce to list all the hotels that have an
9 art collection valued at a million dollars and up.
10 You know, I might be able to say, "Yes. I'm familiar
11 with the collection in South Beach, and I know this
12 collection," but to be accurate, we would really have
13 to go out and poll the hotels to specifically know
14 what they have.

15 Q Now, earlier you gave a lot of testimony
16 regarding revenues and also regarding monies spent in
17 advertising; and the revenues are very impressive.

18 Do you have any idea what the break-out
19 of those impressive revenues would be for strictly
20 profits made on the sale of fine art?

21 A No. I would not know the answer to that.

22 Q Would there be somebody who could answer

1 that question?

2 A Again, it would take a bit of research.
3 There is not one person who would be managing that
4 aspect of the business; and it, again, would be
5 handled -- you know, art sales -- directly at the
6 property level.

7 Q Do you think that there is a break-out in
8 the accounting for a number such as that?

9 A I would not think so, because within
10 gallery spaces or even if they're doing an exhibition
11 ~~or something on the piano, it would be broken~~
12 ~~out -- it sort of would be buried in there, I think.~~ *? it tallied in catering or retail revenues.*

13 Q I think it would be, too; and I think the
14 reason for that would be it's really not your main
15 thrust of your business.

16 MR. LOUGHLIN: Is that a question or --

17 MR. CLARKE: No. That's a statement.

18 I have no further questions. Thank you.

19 Have a great day.

20 THE WITNESS: Okay. Well, thank you very
21 much.

22 MR. MAZUR: Hold on one second.

1 MR. LOUGHLIN: We have a couple of
2 redirect questions.

3 MR. MAZUR: Just a few questions.

4 - - -

5 FURTHER EXAMINATION BY COUNSEL FOR OPPOSER

6 BY MR. MAZUR:

7 Q Just for the record, Ms. Gajcak, can you
8 tell me; where is the Ritz Paris Hotel located?

9 A In Paris, France.

10 Q And do you know if the Ritz Paris has any
11 other locations?

12 A The Ritz Paris is one hotel at Place
13 Vendome in Paris, France.

14 Q So there are no hotels in the United
15 States.

16 A That's correct.

17 Q And does Ritz-Carlton have any hotels in
18 France?

19 A No. Ritz-Carlton does not.

20 MR. MAZUR: Okay. Well, I don't have any
21 other questions, unless you do, Mr. Clarke.

22 MR. CLARKE: No. I'm finished.

1 MR. MAZUR: Okay. So I think we can
2 conclude the deposition for today.

3 Again, we're going to want an original
4 and a copy of the transcript.

5 MR. LOUGHLIN: We will read and sign.

6 (In the presence of counsel for the
7 respective parties, it was requested
8 the witness read and sign the
9 deposition.)

10 MR. CLARKE: Jason --

11 MR. MAZUR: Yes.

12 MR. CLARKE: -- I did not receive Derek
13 Flint's deposition transcript yet.

14 MR. MAZUR: Okay. We actually just got
15 that in. We'll send that to you.

16 MR. CLARKE: And I assume you will also
17 send me a copy of Ms. Gajcak's.

18 MR. MAZUR: That's correct.

19 MR. CLARKE: Okay. Thank you very much.

20 MR. MAZUR: You're welcome. I think
21 we're all set here, unless anyone has anything else.

22 MR. CLARKE: No.

1 MR. MAZUR: Okay. We're all set.

2 THE WITNESS: Thank you, gentlemen.

3 MR. CLARKE: All right.

4 MR. MAZUR: Thank you, Ms. Gajcak. Take
5 care.

6 MR. CLARKE: Bye-bye.

7 (At 3:46 p.m., the taking of the
8 deposition was concluded.)

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AFFIDAVIT OF DEPONENT

I have read the foregoing 90 pages, which
contain a correct transcript of the answers made by
me to the questions therein recorded.

JULIA GAJCAK



Subscribed and sworn to before me this
day of July 20, 2007, in

Notary Public in and for the
of

My Commission Expires:

CERTIFICATE OF NOTARY PUBLIC

1
2
3 I, Kirk A. Sturges, the officer before
4 whom the foregoing deposition was taken, do hereby
5 certify that the witness whose testimony appears in
6 the foregoing deposition was duly sworn by me; that
7 the testimony of said witness was taken by me by
8 machine shorthand and thereafter reduced to
9 typewriting, by myself; that said deposition is a true
10 record of the testimony given by said witness; that I
11 am neither counsel for, related to, nor employed by
12 any of the parties to the action in which this
13 deposition was taken; and further, that I am not a
14 relative or employee of any attorney or counsel
15 employed by the parties hereto, nor financially or
16 otherwise interested in the outcome of the action.

17
18
19 
Kirk A. Sturges, Notary Public for

the District of Columbia

20
21
22 My Commission Expires:

23 February 14, 2007

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The Ritz-Carlton Marina del Rey

4575 Admiralty Way
 Marina del Rey
 California
 90292
 United States

Tel: (310) 823-1700
 Fax: (310) 823-2403

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Current packages at the Ritz-Carlton, Marina del Rey:

All packages exclusive of tax and gratuity and subject to availability. For more information, contact the hotel directly at (310)-823-1700, your travel professional, or toll free reservations number (800)-241-3333.

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Weekend Bed and Breakfast

January 1 to December 31, 2005

Rate: Starting at \$319 USD

► RESERVE

Travelers looking for a weekend getaway find a tranquil waterfront retreat just 10 minutes away from the Los Angeles International Airport.

RITZ

Special Occasion Package

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Rate: Starting at \$369 USD

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For anniversaries, birthdays, honeymoons or just to get away from it all and pamper yourself, the Special Occasion package offers guests a simple way to celebrate a special event or just relax.

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Travelers looking for a weekend getaway find a tranquil waterfront retreat just 10 minutes away from the Los Angeles International Airport.

- Deluxe guestroom with marina or city view
- American breakfast for two via In-Room Dining or Jer-ne Restaurant + Bar
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Rate: Starting at \$369 USD

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For anniversaries, birthdays, honeymoons or just to get away from it all and pamper yourself, the Special Occasion package offers guests a simple way to celebrate a special event or just relax.

- Deluxe room accommodations
- American breakfast for two
- Champagne and tuxedo (chocolate dipped) strawberries
- Complimentary overnight parking

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California
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United States

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The Ritz-Carlton San Francisco

600 Stockton at
 California Street
 San Francisco,
 California 94108-2305
 United States

Tel: (415) 296-7465
 Fax: (415) 291-0288

DIRECTIONS

PACKAGES & EXPERIENCES

Room

ROOM

Mercedes-Benz Key To Luxury Package

Through November 2005

Rate: Starting from \$589.00 USD

► RESERVE

The Key to Luxury Package includes Club Deluxe accommodations; the use of a new Mercedes-Benz with unlimited mileage for the duration of the guest's stay; a full tank of gasoline each morning; and overnight valet parking.

The Saks Fifth Avenue Wedding Dress Shopping Package

October 1, 2004 through December 31, 2005 only

Rate: \$1295.00 USD, based on availability

► RESERVE

Brides-to-be enjoy every moment of planning their perfect day, with gracious Club Level accommodations and personal shopping assistance at Saks Fifth Avenue.

The Hearts of Romance Package

February 1 through February 28, 2005 only

Rate: Starting from \$339.00 USD per night, per room, based on availability

► RESERVE

A lovely romance package with deluxe accommodations, a mirror from Gump's of San Francisco and heart cookies at turn-down.

The Romance Package

Tuesday through Saturday only

Rate: from \$595.00 USD per room, per night, inclusive of tax

► RESERVE

Package includes deluxe accommodations; a romantic gift basket, an extravagant a three-course dinner for two in The Dining Room and rose petal turndown.

The Honeymoon Package

Ongoing

Rate: Starting from \$675.00 USD

► RESERVE

The perfect package for those on a honeymoon or just looking for a romantic escape, includes deluxe accommodations, champagne, chocolate-dipped strawberries, massages and more.

RITZ

Bed and Breakfast Package

On-going

Rate: Starting from \$399.00 to \$439.00 USD, package price is based on availability.

► RESERVE

The Bed & Breakfast package includes deluxe accommodations, unlimited access to The Fitness Center with swimming pool, whirlpool, steam room, and state-of-the-art training room, morning newspaper, full breakfast for two in The Terrace or through In-Room Dining and overnight parking. Stayover must include Friday, Saturday or Sunday.



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RITZ

Bed and Breakfast Package

On-going

Rate: Starting from \$399.00 to \$439.00 USD, package price is based on availability.

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- Deluxe accommodations
- Unlimited access to The Fitness Center
- Morning newspaper
- Full breakfast for two in The Terrace or through In-Room Dining
- Overnight Valet Parking

Based on single or double occupancy, per room, per night, exclusive of tax and gratuity.

Subject to availability and stayover must include Friday, Saturday or Sunday. All packages are based on availability.

The Ritz-Carlton San Francisco

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San Francisco,
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United States

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The Ritz-Carlton
Orlando,
Grande Lakes4012 Central Florida
Parkway
Orlando, FL 32837
United StatesTel: 407-206-2400
Fax: 407-206-2401

DIRECTIONS

PACKAGES & EXPERIENCES

Now when you make reservations at The Ritz-Carlton Orlando, Grande Lakes on selected dates, you will receive a resort credit for purchases including food and beverage, Spa services, golf greens fees, Ritz Kids and merchandise at any resort shop.

- **Stay three nights and receive a \$100 resort credit***
- **Stay five nights and receive a \$200 resort credit***
- **Stay seven nights and receive a \$300 resort credit***

*Resort credit may be used for resort purchases including food and beverages, Spa services, golf greens fees, Ritz Kids and merchandise at any resort shop. Credit may not be used towards room rate.



Offer valid through May 26, 2005 and is subject to availability. Not valid with other packages or discounted rates. Not applicable to groups.

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ROOM

Family Package

Year Round - Based on Availability, rates vary depending on dates

Rate: Starting from \$551 USD per night for 2 connecting rooms*

▶ RESERVE

We have the perfect package for great Family Fun! Now, kids get to have as much fun as mom and dad.

Mercedes-Benz Key to Luxury Package

Through November 30, 2005 - Based on Availability, rates vary depending on dates

Rate: Starting from \$534 USD per night*

▶ RESERVE

Two of the world's most revered and respected luxury providers have joined to create the ultimate in luxury vacations. You will enjoy luxurious Club Level accommodations at the country's newest destination resort and use of a new Mercedes-Benz for the duration of your stay.

RITZ

Bed & Breakfast Package

Year Round - Based on Availability, rates vary depending on dates

Rate: Starting from \$279 USD per night*

▶ RESERVE

Our Bed & Breakfast package is ideal for complete relaxation. Including Signature Breakfast Buffet for two and overnight valet parking.

RC 0113

Special Occasion Package

Year Round - Based on Availability, rates vary depending on dates
Rate: Starting from \$316 USD per night*

► RESERVE

Celebrate your special occasion in Ritz-Carlton style. Whether it is a birthday, an anniversary or a romantic getaway, The Ritz-Carlton will make it a truly memorable one.

Discovery Cove Package

Year Round - Based on Availability, rates vary depending on dates
Rate: Starting from \$847 USD per night for two guests*

► RESERVE

This package gives you access to Orlando's tropical paradise! At Discovery Cove you can swim with dolphins, snorkel through colorful reefs and among stingrays, swim down a tropical river and walk through a free-flight aviary, plus enjoy exclusive amenities available only for Ritz-Carlton guests!

SeaWorld Package

Year Round - Based on Availability, rates vary depending on dates
Rate: Starting from \$245 USD per night / 2-night minimum*

► RESERVE

Visit SeaWorld, the world's premiere marine adventure park while staying at The Ritz-Carlton Orlando, Grande Lakes. Only two miles away from our beautiful resort, SeaWorld offers interactive adventures like no other theme park!

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DINING EXPERIENCES

Sunday Champagne Brunch

Every Sunday
Rate: \$55 Adults / \$27 Children

► REQUEST

Join the Chefs of The Ritz-Carlton at The Vineyard Grill for a gourmet brunch featuring interactive cooking stations and unlimited Champagne.

Easter Holiday Dining Experiences

Sunday, March 27, 2005
Rate: \$59 Adults / \$27 Children

► REQUEST

Join our culinary staff for an Easter Dining Experience like no other. Your choice of an elegant restaurant or Grand Ballroom experience.

Mother's Day Dining Experiences

Sunday, May 8, 2005
Rate: \$59 Adults / \$27 Children

► REQUEST

Show Mom you really love and appreciate her when you join our culinary staff for a Mother's Day Dining Experience like no other. Bring her in and we will do the rest! Your choice of an elegant restaurant or a Grand Ballroom experience.

[Top](#)

SPA

Room & Spa

The Ritz-Carlton Signature Spa Package

Year Round - Based on availability, rates vary depending on dates
Rate: Starting from \$476 USD per night*

► RESERVE

Surprise her with our memorable Signature Spa Package that includes deluxe accommodations, two signature massages, breakfast and valet.

Spa Indulgence

Year Round - Based on availability, rates vary depending on dates

► RESERVE

Rate: Starting from \$353 USD per night*

Experience the best treatments from around the world and citrus inspired treatments at The Ritz-Carlton Spa, Orlando, Grande Lakes and you get to take your new Spa robe home with you!

Day Spa

Bride and Groom Package

Rate: \$440 for Groom / \$690 for Bride

► REQUEST

The Ritz-Carlton Spa, Orlando, Grande Lakes has the perfect package to create a world of tranquility and relaxation around the Bride and Groom! This two day package will take away the stress related to planning a wedding and instead prepare you both to glow on your special day.

Mother-To-Be's Day of Delight - Mother's Day Package

Valid through May 31, 2005

Rate: \$395 USD per person - does not include service charge

► REQUEST

All About Her - Mother's Day Package

Valid through May 31, 2005

Rate: \$395 USD per person - does not include service charge

► REQUEST

What better way to show Mom you care than giving her the gift of relaxation! Our spa offers much more than just treatments...with a private lap pool, a fitness center, healing waters, and a spa cafe, spa guests can spend the entire day relaxing.

Couples Rose Romance

Valid through May 31, 2005

Rate: \$820 USD per couple - does not include service charge

Indulge in three hours of total relaxation with your loved one.

► REQUEST

Top

GOLF

Room & Golf

Golf Package

Year Round - Based on Availability

Rate: Starting from \$299 USD per night*

► RESERVE

All the tools needed for a perfect golf getaway! Includes your choice of one or two rounds of golf at the Greg Norman signature golf course accompanied by a Caddie Concierge, and beautiful accommodations.

Day Golf

Golf & Lunch

Available through September 9, 2005

Rate: Starting from \$148 USD per person during the Summer season

► REQUEST

Warm up or cool down the right way in our golf club restaurant—Fairway's Pub. Have a seat on the patio overlooking the 18th hole and enjoy a Shrimp, Scallop & Artichoke Salad or sit inside and partake in a Grilled Black Angus Sirloin Burger and a slice of Carmel Pecan Cheesecake while watching the latest golf tournament on our 50-inch flat screen TV.

RC 0115

Golf & Lesson

Available through September 9, 2005

Rate: Starting from \$203 USD per person during the Summer season

► REQUEST

Create a more enjoyable golf experience...along with your round of golf, fine tune or create your game with

a 1 hour private lesson with one of our golf professionals, tailored and dedicated to your special needs.

A Day at the Golf Course

Available through September 9, 2005

Rate: Starting from \$259 USD per person during the Summer season

► REQUEST

You can have it all! Indulge yourself for a day...start off with a one-hour private lesson with one of our golf professionals, whether it's a tweaking you need or a whole new game, they'll prepare you for your Ritz-Carlton experience; then enjoy an energizing lunch at our golf club restaurant—Fairways Pub, whether it takes one of our fresh prepared Grilled Chicken Salads or one of our Black Angus Beef Burgers, you'll be ready for your 18-hole round of golf on one of Greg Norman's newest creations. Before you go, don't forget your sleeve of Titleist NXT golf balls and your FootJoy golf glove...Now you're ready for a great day on the golf course.

Top

CHILDREN'S EXPERIENCES

Easter Bunny Tea

Saturday, March 19 and Sunday, March 20, 2005

Rate: \$25 USD per child

► REQUEST

Join the Easter Bunny for Afternoon Tea in our Lobby Lounge. Children will enjoy gourmet treats created by our pastry chef.

Easter Bunny Tuck-ins

Friday, March 25 and Saturday, March 26, 2005

Rate: \$25 USD per tuck-in

► REQUEST

The Easter Bunny will tuck-in kids staying at the hotel and deliver an Easter Basket with special treats for them at bedtime.

Top

UNIQUE EXPERIENCES

Horse-Drawn Carriage Rides

Every Friday and Saturday

Rate: From \$50 - \$800 USD

► REQUEST

Select from an option of three different Carriage Rides and enjoy the cool breeze by the lake and beautiful scenery at Grande Lakes Orlando!

Top

SPECIAL EVENTS

Easter Egg Hunt and Petting Zoo

Sunday, March 27, 2005

Rate: Complimentary to guests of the hotel and Easter Sunday Brunch

► REQUEST

The Easter Egg Hunt promises to be a fun event full of surprises! Kids will be split into age groups and they will hunt for Easter-decorated eggs and win great prizes!

Memorial Day Concert Series

Sunday, May 29, 2005

Rate: \$49 Adults/ \$24 Children

RC 0116

► REQUEST

Celebrate Memorial Day weekend in Grande style! At Grande Lakes Orlando, you can enjoy a concert, a gourmet All-American Barbecue and fireworks by the lake all in one evening!

A children's playground area will be available for the little ones to have fun while Mom and Dad enjoy the concert. Live entertainment by *Captain Harry*.

Fireworks will light up the sky following the concert.

7:00 pm - 9:00 pm

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**The Ritz-Carlton
Orlando,
Grande Lakes**

4012 Central Florida
Parkway
Orlando, FL 32837
United States

Tel: 407-206-2400
Fax: 407-206-2401

DIRECTIONS

PACKAGES & EXPERIENCES

RITZ

Bed & Breakfast Package

Year Round - Based on Availability, rates vary depending on dates

Rate: Starting from \$279 USD per night*

► RESERVE

The Bed & Breakfast package is ideal for complete relaxation and features:

- Special view accommodations featuring a private balcony
- Signature Breakfast Buffet for two each morning at The Vineyard Grill
- Overnight valet parking.

Package available in the following room categories:

Deluxe Garden View Room - Starting from \$279

Lake View Room - Starting from \$309

Lake Front Room - Starting from \$339

Executive Suite - Starting from \$739

****Package is based on availability and subject to change. Rates vary depending on dates. Rates do not include tax or gratuities.***



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The Ritz-Carlton Amelia Island

4750 Amelia Island Pkwy
Amelia Island, Florida
32034
United States

Tel: (904) 277-1100
Fax: (904) 261-9064

DIRECTIONS

PACKAGES & EXPERIENCES

The Ritz-Carlton, Amelia Island wants to ensure your vacation is an experience you will treasure for years to come. We offer room packages to suit every guest's needs. And if you're looking for a truly special event getaway, we invite you and your family to experience one of our Holiday Weekends, filled with special events from start to finish. We trust you'll leave knowing, Southern hospitality just feels warmer at the beach...

[Room](#) | [Golf](#)

ROOM

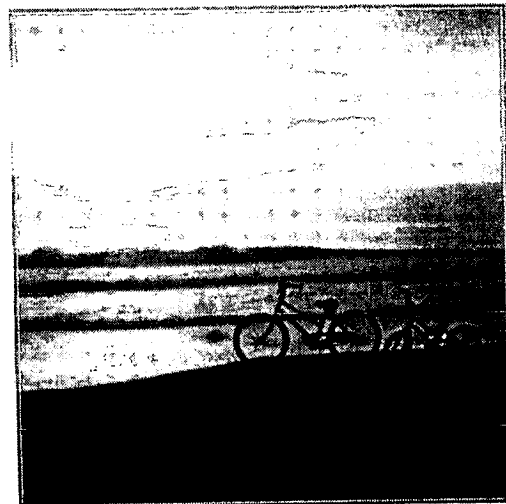
Midweek Golf Package

Year-round

Rate: Starting from \$259 for 1 player /
\$309 for 2 players

► RESERVE

The Ritz-Carlton, Amelia Island offers a collection of designer courses, as close as an iron-shot away. An array of pampering amenities and impeccable service make this the perfect coastal golf get-away.



Mercedes-Benz Key To Luxury

May 1, 2004 through November 30, 2005

Rate: Starting at \$619 USD

► RESERVE

Put your vacation into luxury overdrive...The Ritz-Carlton, Amelia Island and Mercedes-Benz form partnership and offer a unique vacation package that pampers you both on and off the road.

Valentine's Day Romance Package

February 10 to 14, 2005

Rate: \$299 US dollars per night

The perfect romantic getaway for Valentine's Day.

► RESERVE

Anne Cain Golf Academy Package

Through December 31, 2005

Rate: Starting from \$760.82 USD per day, per person or \$1,044 for two people

The Anne Cain Golf Academy at the Golf Club of Amelia Island, just an iron-shot away from The Ritz-Carlton, Amelia Island, is offering instruction from renowned LPGA instructor Anne Cain.

► RESERVE

Cooking School Package

Year-round

Rate: Starting from \$578 USD

Master your culinary skills with a two-day cooking school and work side-by-side with the Chef to learn the secrets of award-winning cuisine.

► RESERVE

RITZ

Bed & Breakfast Package*

Year-round -- Based on Availability

► RESERVE

RC 0095

Rate: Starting from \$259 USD

Experience warm Southern hospitality in impeccable AAA Five Diamond surroundings. Allow our chefs to enliven all of your senses with our award-winning cuisine.

Antique Shopping Package

Year-round

► RESERVE

Rate: Starting from \$269 USD

The Ritz-Carlton, Amelia Island offers guests an opportunity to hunt for their own antique discoveries with "The Amelia Island Antique Shopping Package".

Tennis Package

Year-round

► RESERVE

Rate: Starting from \$259 USD

Offering nine-court Oceanside tennis complex with five courts lit for night play. Package includes unlimited court time.

Midweek Spa Package

Available Year-round

► RESERVE

Rate: Starting from \$249 USD for single and \$299 USD for double

Imagine yourself taking off in the middle of the week for a Spa escape. We are inviting you to do just that...after all, don't you deserve it?

RITZ

Special Occasion Package

Year-round

► RESERVE

Rate: Starting from \$299 USD

Celebrating a special occasion? Perfect for Honeymoon, Anniversary, Birthdays or just a romantic getaway.

Honeymoon Packages

Honeymoon Wedding Night*

Year-round

► RESERVE

Rate: Starting from \$519 USD

Create the perfect evening without leaving your room. We'll provide the "Do Not Disturb" sign...the rest is up to you.

Top

GOLF

Room & Golf

The Just Golf Package

Year-round

► RESERVE

Rate: Starting from \$824 for three nights/four days*

When all you want to do is golf. But not just anywhere.

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PACKAGES & EXPERIENCES

RITZ

Bed & Breakfast Package*

Year-round -- Based on Availability
 Rate: Starting from \$259 USD

[► RESERVE](#)

One of only 21 hotels in North America to have received two AAA Five Diamond awards in 2004, one for The Grill Room restaurant and one for the resort. Enjoy warm Southern hospitality in impeccable coastal surroundings. Choose from Coastal View room or Oceanfront Suite.

Package includes*:

- Nightly accommodations
- American Breakfast for two daily
- Valet Parking
- Daily newspaper delivery
- Full use of The Fitness Center

Rates*

Starting from \$259 for Coastal View per room
 Starting from \$410 for Oceanfront Suite per room

The Ritz-Carlton
 Amelia Island
 4750 Amelia Island Pkwy
 Amelia Island, Florida
 32034
 United States

Tel: (904) 277-1100
 Fax: (904) 261-9064

DIRECTIONS

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DIRECTIONS

PACKAGES & EXPERIENCES

RITZ

Special Occasion Package

Year-round

Rate: Starting from \$299 USD

► RESERVE

Package includes*:

- Nightly accommodations
- Tattinger Champagne, two flutes and strawberries on arrival night
- Use of The Fitness Center
- Morning Newspaper Delivery
- Nightly Valet Parking

Rates*

Starting from \$299 USD per room for Coastal View

Starting from \$449 USD per room for Oceanfront Suite

* Rates based on single or double occupancy. Subject to change and availability. Not available to groups. May require a minimum night stay. Advance reservations required.

Our AAA Five Diamond resort is the perfect backdrop for your special occasion. Our resort offers a full menu of romantic experiences to enhance your special occasion, all priced a la carte. May we suggest dining in our AAA Five Diamond restaurant, The Grill Room, one of only six in the state of Florida and 43 in the country. Or perhaps a couples massage in the privacy of your room or in your own private cabana on the beach. Relax in the intimacy of our Lobby Lounge with a good book, a great glass of wine and panoramic views of the Atlantic Ocean. Go horseback riding on the beach. Plan a day at sea with a romantic sailing excursion for two. Certain to be a romance sparkler, schedule one of our Romantic Chiminea Bonfires For Two. You'll have a lifetime to cherish this special occasion.

Contact the resort's Concierge Desk for additional suggestions, pricing and information regarding our Romance Menu, the "Hand and Heart Warmers Menu". We look forward to ensuring your visit is truly a special occasion.

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PACKAGES & EXPERIENCES

Value packages offer guests a variety of opportunities for relaxation and fun at The Ritz-Carlton, Sarasota.

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ROOM

Mercedes-Benz Key to Luxury Package

Through November 30, 2005

Rate: starting from \$639.00 USD

► RESERVE

Experience the **ultimate luxury getaway...** The Mercedes-Benz Key to Luxury package.

Art Lovers Package

Ongoing

Rate: starting from \$449.00 USD

► RESERVE

The Art Lovers Package at The Ritz-Carlton, Sarasota is a terrific getaway for those who enjoy history and art. The package includes two tickets to Sarasota's John and Mable Ringling Museum of Art complex including the stunning Cà d'Zan mansion.

RITZ

Bed & Breakfast Package

Ongoing

Rate: starting from \$379.00 USD

► RESERVE

Experience hospitality as refreshing as a bayside breeze, at a resort as welcoming as the destination itself.

Romantic Escape

Ongoing

Rate: starting from \$469.00 USD

► RESERVE

Relax, reconnect, rejuvenate or just get away from it all with that special someone with a Romantic Escape for two at The Ritz-Carlton, Sarasota.

Dinner with a Room

Ongoing

Rate: Starting at \$439

► RESERVE

Enjoy an award-winning evening including a gourmet dinner and luxurious overnight accommodations.

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UNIQUE EXPERIENCES

"The Tuesday Gourmet" Spring Cooking Classes

Rate: \$40 per person

► REQUEST

Celebrate the season with classes lead by the extraordinary chefs of The Ritz-Carlton,



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TOUR



The Ritz-Carlton
Sarasota
1111 Ritz-Carlton Drive
Sarasota, Florida 34236
United States

Tel: (941) 309-2000
Fax: (941) 309-2100

DIRECTIONS

RC 0121

Sarasota.

Cinco de Mayo Celebration

Thursday, May 5, 5 to 9 p.m.

Celebrate Cinco de Mayo at a fun-filled alfresco fiesta!

► REQUEST

Breakfast with the Bunny

Saturday, March 26, 9 a.m.

Rate: \$39 for adults, \$32 for children (12 and under)

Welcome the Easter Bunny as he arrives at The Ritz-Carlton, Sarasota! A breakfast buffet featuring mini pancakes, muffins, waffles and other pint-sized breakfast items will delight children of all ages.

► REQUEST

Spring Zing Class of Glamour

March 22, 6:30 - 8:30 p.m.

Rate: \$30 per person

From shiny pink lips at Celine to azure eyes at Chanel, spring runways were awash with gorgeous new looks. Let the beauty experts of The Salon at The Ritz-Carlton show you how to recreate the season's top make-up and hair trends at home.

► REQUEST

Petit Protocol Children's Etiquette Classes

March 9 and March 19

Rate: \$48 per young lady or gentlemen

Making introductions, handshakes, writing thank-you notes, the ABCs of table manners and other etiquette tips are shared during this 2 hour class for young ladies and gentlemen ages 6 - 12.

► REQUEST

Magical Moments Dining Experience

Rate: price varies upon selection

A unique opportunity to celebrate life's special moments. Let the style and mystique of The Ritz-Carlton, Sarasota help you to create irreplaceable memories for your special occasion.

► REQUEST

Top

SPECIAL EVENTS

Easter Bonnet Tea

Friday, March 25 and Saturday, March 26, 1 - 5 p.m.

Rate: \$24 - \$31 price varies upon selection

Ladies are invited to don their most beautiful bonnets and enjoy traditional Afternoon Tea.

► REQUEST

Children's Easter Pastry Party

Saturday, March 26, 11 a.m.

Rate: \$25 per child

Aspiring chefs, ages 7 - 12, will learn baking techniques and pastry presentation, all with hands-on instruction from Pastry Chef Stephan Cheramy.

► REQUEST

Easter Egg Hunt & Petting Zoo

Sunday, March 27, 9:30 a.m.

The Easter Bunny will lead younger guests on an outdoor egg hunt on the lawn. And visit four-legged friends in The Ritz-Carlton Cuddling Zoo featuring goats, chicks, bunnies and more!

RC 0122

Easter Brunch

Sunday, March 27, 11 a.m. to 3 p.m.

Rate: \$85 for adults, \$45 for children (12 and under)

Delight in a lavish holiday brunch prepared by Executive Chef Frederic Morineau and his extraordinary culinary team. Children can enjoy complimentary cookie decorating and a children's dessert buffet.

► REQUEST

Florida Winefest & Auction Winemaker Dinner

Thursday, April 21, 6:30 p.m.

At the edge of the Gulf, a gourmet menu from the extraordinary chefs of The Ritz-Carlton, Sarasota is presented with casually elegant style ...as part of the 15th Annual Florida Winefest & Auction, a week-long food and wine celebration and charity wine auction that raises funds that support programs for disadvantaged children.

Mother's Day Tea

Friday, May 7 & Saturday, May 8, 1 to 5 p.m.

Rate: \$31 - \$39 price varies upon selection

► REQUEST

Treat Mom to a traditional Afternoon Tea, complete with a complimentary glass of champagne and petite spring nosegay for her. A special gift is offered to three generations enjoying tea together.

Mother's Day Brunch

Sunday, May 8, 10 a.m. to 3 p.m.

Rate: \$85 per adult; \$40 per child

► REQUEST

A perennial favorite, the entire family will enjoy this bountiful brunch. Moms, of course, receive a special gift and children will have their own arts and crafts area.

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PACKAGES & EXPERIENCES

RITZ

Bed & Breakfast Package

Ongoing

Rate: starting from \$379.00 USD

[► RESERVE](#)

Experience hospitality as refreshing as a bayside breeze, at a resort as welcoming as the destination itself. The Ritz-Carlton's Bed & Breakfast Package offers elegant accommodations, award-winning dining, and famous personalized service.

The Ritz-Carlton, Sarasota is conveniently located near the city center, just minutes from championship golf, premier arts venues, nature sanctuaries, distinctive shopping, beaches, fishing and watersports.

Whether you are looking for a quiet getaway or a festive and sophisticated city experience, you'll love this value-added getaway. The Bed & Breakfast Package includes:

- Deluxe waterview room or suite accommodations
- Full American Breakfast for two
- Overnight Valet Parking

The Ritz-Carlton Sarasota

1111 Ritz-Carlton Drive
Sarasota, Florida 34236
United States

Tel: (941) 309-2000
Fax: (941) 309-2100

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The Ritz-Carlton Atlanta

181 Peachtree Street, NE
 Atlanta, Georgia 30323
 United States

Tel: 404-659-2400
 Fax: 404-688-0400

DIRECTIONS

PACKAGES & EXPERIENCES

[Room](#) | [Dining](#)

ROOM

RITZ

Bed and Breakfast Package

Through May 22, 2005

Rate: \$209 USD

► RESERVE

Spend the night in one of our luxurious guestrooms and awaken to a gourmet breakfast.

A Date for Dinner

Through May 22, 2005

Rate: From \$279 USD

► RESERVE

Plan a special evening together at The Ritz-Carlton, Atlanta including a romantic dinner in Atlanta Grill.

The High Museum Art of Romare Bearden Package

February 11 to April 24, 2005

Rate: From \$225 USD

► RESERVE

View *The Art of Romare Bearden* at the High Museum and enjoy a lovely evening at The Ritz-Carlton, Atlanta.

Southeastern Flower Show Package

March 4 and 5, 2005

Rate: From \$259 USD

► RESERVE

Experience beauty and elegance at the Southeastern Flower Show with our luxurious package.

An Atlanta Experience Dinner Package

January 1 to May 22, 2005

Rate: From \$289 USD

► RESERVE

Enjoy a relaxing dinner in Atlanta Grill before catching a show in Atlanta.

An Atlanta Experience Breakfast Package

January 1 to May 22, 2005

Rate: From \$229 USD

► RESERVE

Experience Atlanta and wake up to an American Breakfast for two.

An Atlanta Experience Package

January 1 to May 22, 2005

Rate: From \$199 USD

► RESERVE

Come experience Atlanta in luxury with our 'Atlanta Experience' package.

Romance for Two

January 1 to May 22, 2005

► RESERVE

Rate: From \$219 USD

Indulge yourself in a little romance with the Romance for Two package.

A Celebration Package

January 1 to May 22, 2005

Rate: From \$209 USD

► RESERVE

Celebrate a special occasion or simply create one with A Celebration Package.

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DINING EXPERIENCES

Mother's Day Brunch

May 8, 2005

Rate: \$62 USD per adult

► REQUEST

Celebrate Mother's Day with a specially decorated cake and a lovely brunch.

Mother's Day Tea

May 8, 2005

Rate: \$23 USD per adult; \$16 USD per child 12 years and under

► REQUEST

Celebrate Mother's Day with a lovely tea honoring moms.

Easter Brunch

March 27, 2005

Rate: \$62 USD per adult; \$32 USD per child 12 years and under

► REQUEST

Celebrate Easter with a sumptuous brunch the whole family can enjoy.

Children's Tea with the Easter Bunny

March 26, 2005

Rate: \$32 USD per adult

► REQUEST

Come visit the Easter Bunny and share the tradition of a lovely Afternoon Tea.

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PACKAGES & EXPERIENCES

RITZ
Bed and Breakfast Package
 Through May 22, 2005
 Rate: \$209 USD

► RESERVE

- Deluxe accommodations for one evening
- American Breakfast for two
- Valet parking

The Ritz-Carlton Atlanta

181 Peachtree Street, NE
 Atlanta, Georgia 30303
 United States

Tel: 404-659-0400
 Fax: 404-688-0400

DIRECTIONS

Valid Friday or Saturday evenings
 Exclusive of tax and gratuity
 Subject to availability

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Welcome to Buckhead, Atlanta



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**The Ritz-Carlton
Buckhead**
3434 Peachtree Road
Atlanta, Georgia 30326
United States
Tel: (404) 237-2700
Fax: (404) 239-0078

DIRECTIONS

PACKAGES & EXPERIENCES

Whether you're planning a romantic getaway for two, a leisurely weekend of shopping and dining or some special time with the family, wonderful memories are created at The Ritz-Carlton, Buckhead.

[Room](#) | [Dining](#)

ROOM

RITZ
Special Occasion
Through May 22, 2005
Rate: From \$329 USD

► RESERVE

Celebrate a special occasion with champagne and chocolates in the evening, then enjoy a leisurely breakfast together before returning home.



The Ultimate Evening
Through May 22, 2005
Rate: \$1,200 USD

► RESERVE

Couples wishing to enjoy a memorable evening together will find The Ultimate Evening Package to be a luxurious indulgence.

RITZ
Bed and Breakfast Package
Through May 22, 2005
Rate: \$259 USD

► RESERVE

Plan a winter weekend together with the 'Bed and Breakfast' package at The Ritz-Carlton, Buckhead.

Key to Luxury Package
Through November, 2005
Rate: \$459 USD

► RESERVE

Enjoy the excitement of driving a 2004 Mercedes-Benz during the day and relax in gracious accommodations on the Club Level in the evening with the Key to Luxury Package.

The High Museum Art of Romare Bearden Package
February 11 to April 24, 2005
Rate: From \$279 USD

► RESERVE

Enjoy the new exhibit *The Art of Romare Bearden* at the High Museum and a gracious evening at The Ritz-Carlton, Buckhead.

An Atlanta Experience Dinner Package
January 1 to May 22, 2005
Rate: From \$379 USD

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► RESERVE

Enhance your experience in Atlanta with dinner for two in The Cafe.

Southeastern Flower Show Package

March 4 and 5, 2005

Rate: From \$339

[► RESERVE](#)

Experience the beauty of the Southeastern Flower Show with a luxurious package.

A Celebration Package

Through May 22, 2005

Rate: From \$279 USD

[► RESERVE](#)

Celebrate a special occasion or create one of your own with our 'Celebration' package.

Romance for Two

January 1 to May 22, 2005

Rate: From \$279 USD

[► RESERVE](#)

Indulge in a little romance with this bed and breakfast package that includes a chocolate treat.

An Atlanta Experience Breakfast Package

January 1 to May 22, 2005

Rate: From \$279 USD

[► RESERVE](#)

Experience the city of Atlanta and enjoy an American Breakfast for two.

An Atlanta Experience

January 1 to May 22, 2005

Rate: From \$259 USD

[► RESERVE](#)

Come experience Atlanta with our 'An Atlanta Experience' package.

A Date for Dinner

Through May 22, 2005

Rate: From \$369 USD

[► RESERVE](#)

Reconnect with someone special. After a romantic dinner, take the elevator home to a deluxe guestroom for the evening.

[Top](#)**DINING EXPERIENCES**Spring Vegetables Week in The Dining Room

May 10 through 14, 2005

Rate: Please call for pricing.

[► REQUEST](#)

Celebrate the coming of spring with fresh organic vegetables beautifully prepared by Chef Bruno Menard in The Dining Room.

Mother's Day Dinner Buffet

May 8, 2005

Rate: \$69 USD per adult; \$34 USD per child 12 years and under

[► REQUEST](#)

Celebrate Mother's Day with a lovely and lavish dinner buffet in The Cafe.

Saint Patrick's Day Sunday Brunch

March 20, 2005

Rate: \$65 USD per adult; \$33 USD per child 12 years and under

[► REQUEST](#)

Celebrate Saint Patrick's Day in style with a wonderful Sunday brunch in The Cafe.

Easter Brunch

March 27, 2005

Rate: \$69 USD per adult; \$34 USD per child 12 years and under

[► REQUEST](#)

Celebrate Easter with a sumptuous brunch the whole family can enjoy.

Mother's Day Brunch

May 8, 2005

Rate: \$69 USD per adult; \$34 USD per child 12 years and under

Celebrate Mother's Day with a wonderful Sunday brunch.

[REQUEST](#)Mother's Day Dinner in The Dining Room

May 7, 2005

Rate: Please call for pricing.

Show mom how truly special she is by treating her to an elegant dinner in The Dining Room.

[REQUEST](#)Children's Tea with the Easter Bunny

March 26, 2005

Rate: \$34 USD per adult; \$29 USD per child 12 years and under

Come visit the Easter Bunny and share the tradition of a lovely Afternoon Tea.

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PACKAGES & EXPERIENCES

RITZ

Special Occasion

Through May 22, 2005

Rate: From \$329 USD

[RESERVE](#)

- Deluxe accommodations for one night
- Bottle of chilled champagne
- Chocolate "tuxedo" strawberries
- American Breakfast for two in The Café or delivered by room service
- Valet parking*

Suite accommodations available from \$589 USD

Valid Friday or Saturday evenings.

Exclusive of tax and gratuity.

Subject to availability

*Does not apply to self-parking; valet parking is for one car per package

The Ritz-Carlton Buckhead

3434 Peachtree Road
Atlanta, Georgia 30326
United States

Tel: (404) 237-2700
Fax: (404) 239-2078

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PACKAGES & EXPERIENCES

RITZ

Bed and Breakfast Package

Through May 22, 2005

Rate: \$259 USD

[► RESERVE](#)

- Deluxe accommodations for one evening
- American Breakfast for Two
- Valet Parking

**The Ritz-Carlton
Buckhead**

3434 Peachtree Road
Atlanta, Georgia 30326
United States

Tel: (404) 237-2700
Fax: (404) 239-0078

Valid Friday or Saturday evenings
Exclusive of tax and gratuity
Subject to availability

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The Ritz-Carlton Boston

15 Arlington Street
 Boston, Massachusetts
 02116
 United States

Tel: (617) 536-5700
 Fax: (617) 536-1335

DIRECTIONS

PACKAGES & EXPERIENCES

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ROOM

Mercedes-Benz Key to Luxury Package

Available through November 2005

Rate: Starting from \$545 USD

▶ RESERVE

Two luxury brands renowned for accommodating the discerning traveler have joined together to create this memorable experience.

Puttin' On The Ritz®

Select Weekends in February 2005

Rate: \$475

▶ RESERVE

The Enliven The Senses Festival fills the air with cabaret performances weekend evenings through February.

February Romance is in the Air

February 01, 2005 through February 28, 2005

Rate: Starting from \$995 USD

▶ RESERVE

Experience a rose-petal turndown, wood-burning fireplaces, the finest cuisine and pampering signature spa treatments, all designed to rekindle romance.

Pampered Pet Package

Available through March 31, 2005

Rate: Starting from \$585 USD

▶ RESERVE

It is time for four-legged family members and their owners to share a getaway that features accommodations, pampering, doggy treats and more.

RITZ

Bed and Breakfast

Available through March 31, 2005

Rate: Starting from \$385 USD

▶ RESERVE

The Bed and Breakfast experience suits those who are planning a fast-paced visit to Boston and want an elegant oasis in the heart of the city.

RITZ

Special Occasion Package

Available through March 31, 2005

Rate: Starting from \$465 USD

▶ RESERVE

Celebrate your special day in style and toast to a lifetime of happiness.

Enliven the Senses Spa Package

February 01, 2005 through February 28, 2005

Rate: Starting from \$495 USD

▶ RESERVE



Experience pampering signature spa treatments designed to rekindle romance.

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DINING EXPERIENCES

Puttin' On The Ritz® Dinner and Dancing

Weekends throughout February

Rate: \$125 USD per guest

[▶ REQUEST](#)

The "Enliven The Senses Festival" fills the air with cabaret performances weekend evenings throughout February.

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PACKAGES & EXPERIENCES

Puttin' On The Ritz®
Select Weekends in February 2005
Rate: \$475

► RESERVE

- Deluxe guest room
- Puttin' On The Ritz® Four-course dinner *see menu below
- Dancing and entertainment
- Valet Parking

Feb. 4, 5: Freddy Cole. Feb. 18, 19: Steve March Tormé

Puttin' On The Ritz® Evenings

For the "Enliven The Senses Festival" package guests, these evenings are in The Dining Room and include a four-course dinner, dancing and a cabaret performance by a noted vocalist beginning at 7:00 p.m.

- Freddy Cole, February 4 and 5. Noted jazz singer and pianist and Nat "King" Cole's brother.
- Valentine's Weekend, February 12. Romance à la Ritz-Carlton, Boston four-course dinner dance.
- Steve March Tormé, February 18 and 19. A silky-smooth voice, he captivates with classic songs and is Mel Tormé's son.

**The Ritz-Carlton
Boston**
15 Arlington Street
Boston, Massachusetts
02116
United States
Tel: (617) 536-5700
Fax: (617) 536-1335

DIRECTIONS

Enliven the Senses Menu

First Course
Maine Lobster Salad of Organic Herb & Greens, Citrus Crisp, Vanilla Essence

Second Course
Truffle & Butternut Ravioli, Porcini Mushrooms, Woody Flavors

Choice of Third Course
The Fashionable Wellington of Beef, Potato Cake, Green Beans Salad, Wine Extract

Seared Day Boat Sea Scallops, Sweet Corn Risotto, Caviar Champagne Sauce

Roasted Guinea Hen, Parsnips & Asparagus Collection, Oregano infused Jus

Choice of Dessert Course
Mango & Dark Chocolate Soufflé
Manjari Chocolate and Crunchy Hazelnut Cake, Lemon Sauce

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The Ritz-Carlton Boston

15 Arlington Street
 Boston, Massachusetts
 02116
 United States
 Tel: (617) 536-5700
 Fax: (617) 536-1335

DIRECTIONS

PACKAGES & EXPERIENCES

RITZ

Bed and Breakfast

Available through March 31, 2005

Rate: Starting from \$385 USD

► RESERVE

The Bed and Breakfast experience suits those who are planning a fast-paced visit to Boston and want an elegant oasis in the heart of the city.

- Deluxe overnight accommodations
- American breakfast for two (inclusive of tax and gratuity)
- Overnight valet parking

Enjoy this experience in an Executive Suite starting from \$635 USD. Room tax of 12.45% is not included.

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PACKAGES & EXPERIENCES

RITZ
Special Occasion Package
 Available through March 31, 2005
 Rate: Starting from \$465 USD

RESERVE

Celebrate your special day in style and toast to a lifetime of happiness!

- Enjoy Deluxe overnight accommodations
- American breakfast for two (inclusive of tax and gratuity)
- Overnight valet parking
- Welcome bottle of champagne and fresh sliced fruit

Enjoy this experience in an Executive Suite starting from \$665 USD. Room tax of 12.45% not included.

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**The Ritz-Carlton
 Boston**
 15 Arlington Street
 Boston, Massachusetts
 02116
 United States
 Tel: (617) 536-5700
 Fax: (617) 536-1335

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PACKAGES & EXPERIENCES

Puttin' On The Ritz® Dinner and Dancing

Weekends throughout February

Rate: \$125 USD per guest

[▶ REQUEST](#)

Puttin' On The Ritz® Evenings

For the "Enliven The Senses Festival" package guests, these evenings are in The Dining Room and include a four-course dinner (see menu below), dancing and a cabaret performance by a noted vocalist beginning at 7:00 p.m.

\$125 USD per guest; exclusive of tax, gratuity and beverages

Puttin' On The Ritz® Dinner and Dancing is also available as an overnight rooms package.

- **Freddy Cole** (February 4 and 5) Noted jazz singer and pianist and Nat "King" Cole's brother.
- **Valentine's Weekend** (February 12) Romance à la Ritz-Carlton, Boston four-course dinner dance.
- **Steve March Tormé** (February 18 and 19) A silky-smooth voice, he captivates with classic songs and is Mel Tormé's son.

The Ritz-Carlton Boston

15 Arlington Street
 Boston, Massachusetts
 02116
 United States
 Tel: (617) 536-5700
 Fax: (617) 536-1335

DIRECTIONS

Enliven the Senses Menu

First Course

Maine Lobster Salad of Organic Herb & Greens, Citrus Crisp, Vanilla Essence

Second Course

Truffle & Butternut Ravioli, Porcini Mushrooms, Woody Flavors

Choice of Third Course

The Fashionable Wellington of Beef, Potato Cake, Green Beans Salad, Wine Extract
 Seared Day Boat Sea Scallops, Sweet Corn Risotto, Caviar Champagne Sauce
 Roasted Guinea Hen, Parsnips & Asparagus Collection, Oregano infused Jus

Choice of Dessert Course

Mango & Dark Chocolate Soufflé
 Manjari Chocolate and Crunchy Hazelnut Cake, Lemon Sauce

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The Ritz-Carlton Hotel Company, L.L.C. Named Most Prestigious Luxury Brand

CHEVY CHASE, MD -- (MARKET WIRE) -- 03/29/2005 -- The Ritz-Carlton Hotel Company, L.L.C. was named "the most prestigious luxury brand" among 52 elite brands rated by wealthy consumers in the United States. The study conducted by the Luxury Institute in New York City evaluated four major luxury categories: automobiles, hotels and resorts, fashion designers and retailers.

The proprietary Luxury Brand Status Index (LBSI) and its survey are the only available measures of the value and equity of leading luxury brands to wealthy Americans. LBSI is based on statistically meaningful data collected from wealthy consumers themselves. The index incorporates four major "pillars" of value: consistently superior quality, exclusivity, enhanced social status, and the brand's ability to make the customer feel special.

In addition to measuring individual and composite metrics of the wealthy by age, gender, income and net worth, the survey also measures a brand's ability to command a significant premium price. It also correlates this price premium with the four critical factors in the composite LBSI index.

Using LBSI, the Luxury Institute surveyed more than 200 households with minimum \$200,000 in gross annual income and \$750,000 net worth (including home equity). The sample profile was split evenly male/female with a median age of 45.9. The brands to be rated were selected by conducting individual interviews with wealthy consumers. Following this, the brands chosen were further ranked by luxury print advertising media expenditure.

Half of the top ten brands across the four categories were automobile companies. These were led by Porsche and Mercedes. Fashion designers took three of the top ten brand spots, led by Armani.

"The Ritz-Carlton Hotel Company is delighted to be named the No. 1 luxury brand in a study published by the Luxury Institute this month (March 2005). This is a great honor which reinforces the comments we receive from our guests on a daily basis," said Simon Cooper, COO and president. "The study mirrors data we frequently receive which outlines guest satisfaction with the brand as well as its value, uniqueness and exclusivity. This is a great testament to the quality of our product and the overall experience delivered so warmly and thoughtfully by the ladies and gentlemen of The Ritz-Carlton."

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, Md., (USA) currently operates 58 hotels in the Americas, Europe, Asia, the Middle East and Africa. It is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information, call toll free, 1-800-241-3333, contact a travel professional, or consult the web site at www.ritzcarlton.com.

Contact:

Vivian Deuschl
Corporate Vice President, Public Relations
The Ritz-Carlton Hotel Company
(703) 941-6225
vivian.deuschl@ritzcarlton.com

SOURCE: The Ritz-Carlton Hotel Company, L.L.C.

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NEWS



PRESS RELEASE

THE LUXURY INSTITUTE NAMES THE RITZ-CARLTON HOTEL COMPANY NO. 1 LUXURY SERVICES BRAND FOR 2005

For additional information about this press release contact:

Vivian Deuschl
Corporate Vice President, Public Relations
The Ritz-Carlton Hotel Company, LLC
4445 Willard Avenue
Suite 800
Chevy Chase, MD, 20815
USA
Phone: (703) 941-6225 / Mobile: (202) 255-5786
Fax: (703) 941-7492
newsroom@ritzcarlton.com

CHEVY CHASE, Md. - December 1, 2005 - The Ritz-Carlton Hotel Company, L.L.C. was named "the most prestigious luxury brand" in the Overall Luxury Services segment for 2005 among 230 luxury services brands as rated by wealthy consumers in the United States. The study conducted by the Luxury Institute in New York City evaluated seven major services categories: Luxury Hotels and Resorts, Luxury Tour Operators, Luxury Cruise Lines, Private Jet Services Firms, Luxury Retailers, Wealth Management Firms and Full Service Brokerage Firms.

"We are deeply gratified to be the overall winner of the Luxury Institute's 2005 Luxury Brand Status Index surveys for Luxury Services," said Simon F. Cooper, president and chief operating officer of The Ritz-Carlton Hotel Company, L.L.C. "Our premiere ranking from this group of elite consumers is a wonderful recognition. The ladies and gentlemen of The Ritz-Carlton understand that as the luxury world continues to expand and grow more competitive, our future success is based on the ability to deliver a superior lifestyle experience that is exclusive and unique. On behalf of The Ritz-Carlton we are deeply honored to be named the most prestigious luxury services brand for 2005."

"The Ritz-Carlton brand stands out for its consistently superior quality and as having the best reputation among the wealthy for making customers feel special across the entire customer experience," said Milton Pedraza, CEO of The Luxury Institute. "In the Luxury Hotels and Resorts category, which is one of the most demanding of luxury services categories, a skilled competitor with enough resources can match or outperform its competitors on physical environment. Even though they deliver wonderful aesthetics, the true brand differentiators for Ritz-Carlton are its leadership, its people and its culture. Ritz-Carlton is meticulous about recruiting the best people, training them, and nurturing a service culture throughout the organization, and wealthy Americans acknowledged that in our Luxury Brand Status Index survey series in 2005."

The proprietary Luxury Brand Status Index (LBSI) is the only independent and objective measure available of the value and equity of leading luxury brands to wealthy Americans. The survey is based on statistically

meaningful data collected from wealthy consumers themselves. The LBSI incorporates four main "pillars" of value: consistently superior quality, exclusivity, a measure of enhanced social status, and a measure of the ability of a brand to make a customer "feel special." Seven point scale ratings are converted to a 0-100 scale.

In addition to individual and composite metrics by age, gender, income and net worth segments among the wealthy, the survey also measures a brand's ability to merit a significant premium price and measures the correlation of price premium with the composite index of the four critical factors above.

Another highly critical metric feature of the research is a rating by wealthy consumers as to the brand's erosion or enhancement as a luxury brand over the past 12 months.

The Luxury Institute is the uniquely independent and objective research institution that focuses solely on the top 10 percent of America's wealthy. The Institute provides a portfolio of proprietary publications and research that guide and educate high net-worth individuals and the companies that cater to them on leading edge trends, wealthy consumer rankings and ratings of luxury brands, and best practices. Publications include the monthly Wealth Report, the Luxury Brand Status Index surveys, the Luxury Best Practices surveys and the Luxury Consumer Experience Index surveys. To reach the Luxury institute, please call 646-792-2669 or go to www.luxuryinstitute.com.

The Ritz-Carlton Hotel Company, L.L.C. of Chevy Chase, MD, (USA) currently operates 58 hotels in the Americas, Europe, Asia, the Middle East and Africa. Over 20 projects are under development around the globe with hotel openings planned for Grand Cayman, Moscow, Ireland and Beijing over the next year. The Ritz-Carlton is the only service company to have twice earned the prestigious Malcolm Baldrige National Quality Award, which recognizes outstanding customer service. For more information contact Ritz-Carlton toll free reservations at 1 (800) 241-3333, your travel consultant or visit www.ritzcarlton.com.



THE RITZ-CARLTON®

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ABOUT US

Like Sheet

History

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Quality Philosophy

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AWARDS

Awards and Honors

Since its incorporation in 1983, The Ritz-Carlton Hotel Company, L.L.C. has received all the major awards the hospitality industry and leading consumer organizations can bestow. The Ritz-Carlton Hotel Company is the first and only hotel company honored with the Malcolm Baldrige National Quality Award from the United States Department of Commerce. The Ritz-Carlton is also the only service company to receive this prestigious award two times, in 1999 and 1992. The following is a list of the principal awards won by The Ritz-Carlton in 2004 and 2005:

Mobil Five-Star Award 2005Lodgings

The Ritz-Carlton New York, Central Park

The Ritz-Carlton, San Francisco

The Ritz-Carlton, Naples

The Ritz-Carlton, Palm Beach

Restaurants

The Dining Room at The Ritz-Carlton, Buckhead

The Dining Room at The Ritz-Carlton, San Francisco

AAA Five Diamond Award 2005Lodgings

The Ritz-Carlton, Amelia Island

The Ritz-Carlton, Atlanta

The Ritz-Carlton, Buckhead

The Ritz-Carlton, Cancun

The Ritz-Carlton, Coconut Grove

The Ritz-Carlton, Georgetown

The Ritz-Carlton Golf & Spa Resort, Rose Hall, Jamaica

The Ritz-Carlton, Half Moon Bay

The Ritz-Carlton, Huntington Hotel & Spa

The Ritz-Carlton, Kapalua

The Ritz-Carlton, Laguna Niguel

The Ritz-Carlton, Lake Las Vegas

The Ritz-Carlton, Marina del Rey

The Ritz-Carlton, Naples

The Ritz-Carlton Golf Resort, Naples

The Ritz-Carlton, New Orleans

The Ritz-Carlton New York, Battery Park

The Ritz-Carlton New York, Central Park

The Ritz-Carlton, Palm Beach

The Ritz-Carlton, Philadelphia

The Ritz-Carlton, San Francisco

The Ritz-Carlton, Washington D.C.

Restaurants

The Dining Room at The Ritz-Carlton, San Francisco

The Grill Room at The Ritz-Carlton, Amelia Island

The Dining Room at The Ritz-Carlton, Naples

The Dining Room at The Ritz-Carlton, Buckhead

Atelier at The Ritz-Carlton New York, Central Park

Maestro at The Ritz-Carlton, Tysons Corner

The Club Grill at The Ritz-Carlton, Cancun

RC 1841

Condé Nast Traveler: 2005 Gold List

United States

The Ritz-Carlton, Amelia Island
 The Ritz-Carlton, Atlanta
 The Ritz-Carlton, Bachelor Gulch
 The Ritz-Carlton, Boston
 The Ritz-Carlton, Boston Common
 The Ritz-Carlton, Buckhead
 The Ritz-Carlton, Cleveland
 The Ritz-Carlton, Coconut Grove
 The Ritz-Carlton, Georgetown
 The Ritz-Carlton, Half Moon Bay
 The Ritz-Carlton, Huntington Hotel & Spa
 The Ritz-Carlton, Kapalua
 The Ritz-Carlton, Key Biscayne
 The Ritz-Carlton, Laguna Niguel
 The Ritz-Carlton, Marina del Rey
 The Ritz-Carlton, Naples
 The Ritz-Carlton Golf Resort, Naples
 The Ritz-Carlton New York, Battery Park
 The Ritz-Carlton New York, Central Park
 The Ritz-Carlton, New Orleans
 The Ritz-Carlton, Palm Beach
 The Ritz-Carlton, Philadelphia
 The Ritz-Carlton Lodge, Reynolds Plantation
 The Ritz-Carlton, San Francisco
 The Ritz-Carlton, Sarasota
 The Ritz-Carlton, Washington D.C.

Europe

Hotel Arts Barcelona

The Ritz-Carlton, Istanbul

Asia/Australia/Pacific Nations

The Ritz-Carlton, Bali Resort & Spa

The Ritz-Carlton, Hong Kong

The Ritz-Carlton, Osaka

The Ritz-Carlton, Millenia Singapore

The Portman Ritz-Carlton, Shanghai

The Americas

The Ritz-Carlton, Cancun

The Ritz-Carlton, Montreal

The Ritz-Carlton Hotel, Spa & Casino, San Juan

The Ritz-Carlton, Santiago

The Ritz-Carlton Golf & Spa Resort, Rose Hall, Jamaica

The Best by Design

No. 1 in the Americas: The Ritz-Carlton, Santiago

The Best by Activities

No. 1 in Asia, Australia and Pacific Nations: The Ritz-Carlton, Bali Resort & Spa

Travel + Leisure: 500 Greatest Hotels in the World 2005

United States

The Ritz-Carlton, Amelia Island
 The Ritz-Carlton, Boston
 The Ritz-Carlton, Boston Common
 The Ritz-Carlton, Buckhead
 The Ritz-Carlton, Cleveland
 The Ritz-Carlton, Coconut Grove
 The Ritz-Carlton, Kapalua
 The Ritz-Carlton, Key Biscayne
 The Ritz-Carlton, Georgetown
 The Ritz-Carlton, Half Moon Bay
 The Ritz-Carlton, Laguna Niguel
 Maison Orleans
 The Ritz-Carlton, Marina del Rey
 The Ritz-Carlton, Naples
 The Ritz-Carlton Golf Resort, Naples
 The Ritz-Carlton, New Orleans
 The Ritz-Carlton New York, Battery Park

RC 1842

The Ritz-Carlton New York, Central Park
 The Ritz-Carlton Orlando, Grande Lakes
 The Ritz-Carlton, Pentagon City
 The Ritz-Carlton, Philadelphia
 The Ritz-Carlton, Phoenix
 The Ritz-Carlton Lodge, Reynolds Plantation
 The Ritz-Carlton, San Francisco
 The Ritz-Carlton, Sarasota
 The Ritz-Carlton, Tysons Corner
 The Ritz-Carlton, Washington D.C.
 The Caribbean and Bermuda
 The Ritz-Carlton Golf & Spa Resort, Rose Hall, Jamaica
 The Ritz-Carlton, St. Thomas
 Mexico and South America
 The Ritz-Carlton, Cancun
 Europe
 Hotel Arts Barcelona
Africa and the Middle East
 The Ritz-Carlton, Dubai
 Asia
 The Ritz-Carlton, Bali Resort & Spa
 The Ritz-Carlton, Hong Kong
 The Ritz-Carlton, Osaka
 The Portman Ritz-Carlton, Shanghai
 The Ritz-Carlton, Millenia Singapore

Consumer Reports

Consumer Reports Hotels issue ranked The Ritz Carlton Hotel Company the No. 1 luxury hotel company in all areas including value, service, upkeep and problem resolution.

Travel Weekly

2005 Readers Choice Awards, Best Luxury Hotel Company/International

Forbes.com – Hottest New Business Hotels of 2004

The Ritz-Carlton, Berlin
 Bulgari, Milan

Mariani's Virtual Gourmet

Best New Hotel Outside the USA – The Ritz-Carlton, Berlin

Forbes: Sure to Impress Travel Destinations

Forbes named The Ritz-Carlton Hotel Company the best Business Hotel Chain

CNN Ultimate Service Awards 2004

The Hotel Arts Barcelona, Worldwide and European Winner
 The Ritz-Carlton, Dubai, Middle East Winner

Gourmet: Worlds Best Hotel Dining Rooms 2004

The Dining Room at The Ritz-Carlton, Buckhead
 Jasmines at The Ritz-Carlton Golf & Spa Resort, Rose Hall, Jamaica
 Atelier at The Ritz-Carlton New York, Central Park
 The Dining Room at The Ritz-Carlton, Huntington
 Maestro at The Ritz-Carlton, Tysons Corner

Robb Report: Best of the Best 2004

Hotels

The Ritz-Carlton, Santiago
 The Ritz-Carlton, South Beach

Fractional-Ownership Clubs

The Ritz-Carlton Club, Aspen Highlands

Travel + Leisure: World's Best Service Readers Survey

Overall Top 10 Hotels for Service
 No. 4- The Ritz-Carlton, Hong Kong

Regional Top Ten

Hawaii

No. 4- The Ritz-Carlton, Kapalua, Maui
 Mexico and Central and South America

RC 1843

- No. 5- The Ritz-Carlton, Cancun
- The Caribbean, Bermuda and the Bahamas
- No. 8- The Ritz-Carlton Golf and Spa Resort, Rose Hall, Jamaica
- Asia
- No. 2- The Ritz-Carlton, Hong Kong
- No. 7- The Ritz-Carlton, Millenia Singapore
- No. 9- The Ritz-Carlton, Bali Resort and Spa

Departures: Readers Poll 2004

U.S. and Canada

- No. 2- The Ritz-Carlton, San Francisco
- No. 11- The Ritz-Carlton, Montreal
- No. 12- The Ritz-Carlton, Atlanta
- No. 21- The Ritz-Carlton, Phoenix

Ski Resorts

- No. 7- The Ritz-Carlton, Bachelor Gulch

Luxury Resorts

- No. 2- The Ritz-Carlton, Laguna Niguel
- No. 7- The Ritz-Carlton, Naples
- No. 15- The Ritz-Carlton, Half Moon Bay

Boutique Hotels

- No. 21- Maison Orleans, New Orleans

Hawaii

- No. 4- The Ritz-Carlton, Kapalua

Atlantic and Caribbean

- No. 2- The Ritz-Carlton, St. Thomas
- No. 8- The Ritz-Carlton, Rose Hall Jamaica
- No. 16- The Ritz-Carlton, San Juan

Europe

- No. 21- The Ritz-Carlton Hotel Arts, Barcelona
- Mexico, Central America & South America

- No. 1- The Ritz-Carlton, Cancun

Africa and the Middle East

- No. 8- The Ritz-Carlton, Sharm El Sheikh

Asia

- No. 15- The Ritz-Carlton, Bali Resort and Spa

Conde Nast Traveler, Hot List 2004

- The Ritz-Carlton, Santiago
- The Ritz-Carlton, Berlin

Travel + Leisure, World's Best Business Hotels Survey 2004

United States/Canada

- The Ritz-Carlton, Buckhead
- The Ritz-Carlton, Cleveland
- The Ritz-Carlton, Orlando
- The Ritz-Carlton, St. Louis

Africa/Middle East

- The Ritz-Carlton, Dubai

Asia

- The Ritz-Carlton, Osaka
- The Ritz-Carlton, Millenia Singapore

Europe

- Hotel Arts

Celebrated Living, Platinum List 2004

Top 20 U. S. Hotels

- No. 12 - The Ritz-Carlton, Boston

Top 10 Hawaii Hotels

- No. 1- The Ritz-Carlton, Kapalua, Maui

Top 5 Canada Hotels

- No. 1- The Ritz-Carlton, Montreal

Top 10 Caribbean Hotels

- No. 2- The Ritz-Carlton, St. Thomas

- No. 5- The Ritz-Carlton, San Juan Hotel, Spa & Casino, Puerto Rico

Top 5 Asia Hotels

- No. 2- The Ritz-Carlton, Bali Resort & Spa

RC 1844

Korean Standard Association Service Award

The Ritz-Carlton, Seoul was honored with the Korean Standard Association award which recognizes quality in the Korean service industry. It measures performance in six categories: leadership, strategy, systems, human resources, guest satisfaction and business results.

The Best Employer in Latin America

The Ritz-Carlton, Cancun was recognized as the best employer in Latin America from a study conducted by America Economia magazine and Hewitt Associates

The Best Employer Branding in Singapore Award

The Ritz-Carlton, Millenia Singapore was recognized for this award by Human Resources Magazine in Singapore

Conde Nast Traveler, Top 100 Golf Resorts in North America and the Caribbean 2004

United States

- No. 2- The Ritz-Carlton, Kapalua
- No. 5- The Ritz-Carlton, Lake Las Vegas
- No. 26- The Ritz-Carlton, Reynolds Plantation
- No. 46- The Ritz-Carlton, Naples Golf Resort
- No. 53- The Ritz-Carlton, Key Biscayne
- No. 57- The Ritz-Carlton, Amelia Island
- No. 60- The Ritz-Carlton, Half Moon Bay
- No. 79- The Ritz-Carlton, Laguna Niguel

Caribbean/ Atlantic

- No. 1- The Ritz-Carlton, Golf and Spa Resort Rosehall, Jamaica

Wine Spectator Award 2004

- The Dining Room at The Ritz-Carlton, San Francisco
- The Dining Room at The Ritz-Carlton, Laguna Niguel
- Navio at The Ritz-Carlton, Half Moon Bay
- Remingtons at The Ritz-Carlton, Bachelor Gulch
- Bizcaya Grill at The Ritz-Carlton, Coconut Grove
- The Dining Room at The Ritz-Carlton, Naples
- The Grill at The Ritz-Carlton, Naples
- The Grill at The Ritz-Carlton, Amelia Island
- Lemonia at The Ritz-Carlton, Naples Golf Resort
- Norman's at The Ritz-Carlton, Orlando Grande Lakes
- Vernona at The Ritz-Carlton, Sarasota
- Atlanta Grill at The Ritz-Carlton, Atlanta
- The Dining Room at The Ritz-Carlton, Buckhead
- Atelier at The Ritz-Carlton New York, Central Park
- The Grill at The Ritz-Carlton, Philadelphia
- Maestro at The Ritz-Carlton, Tysons Corner
- Palladio at The Ritz-Carlton, Portman Shanghai
- La Baie at The Ritz-Carlton, Osaka

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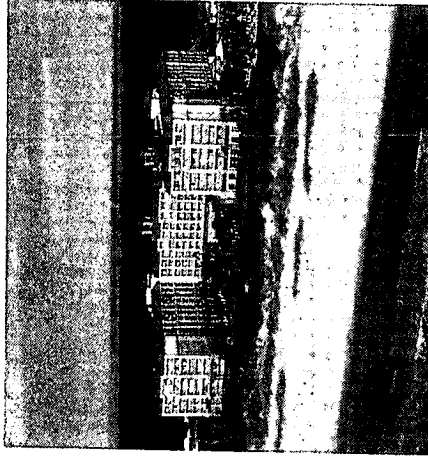
The Ritz-Carlton, Amelia Island

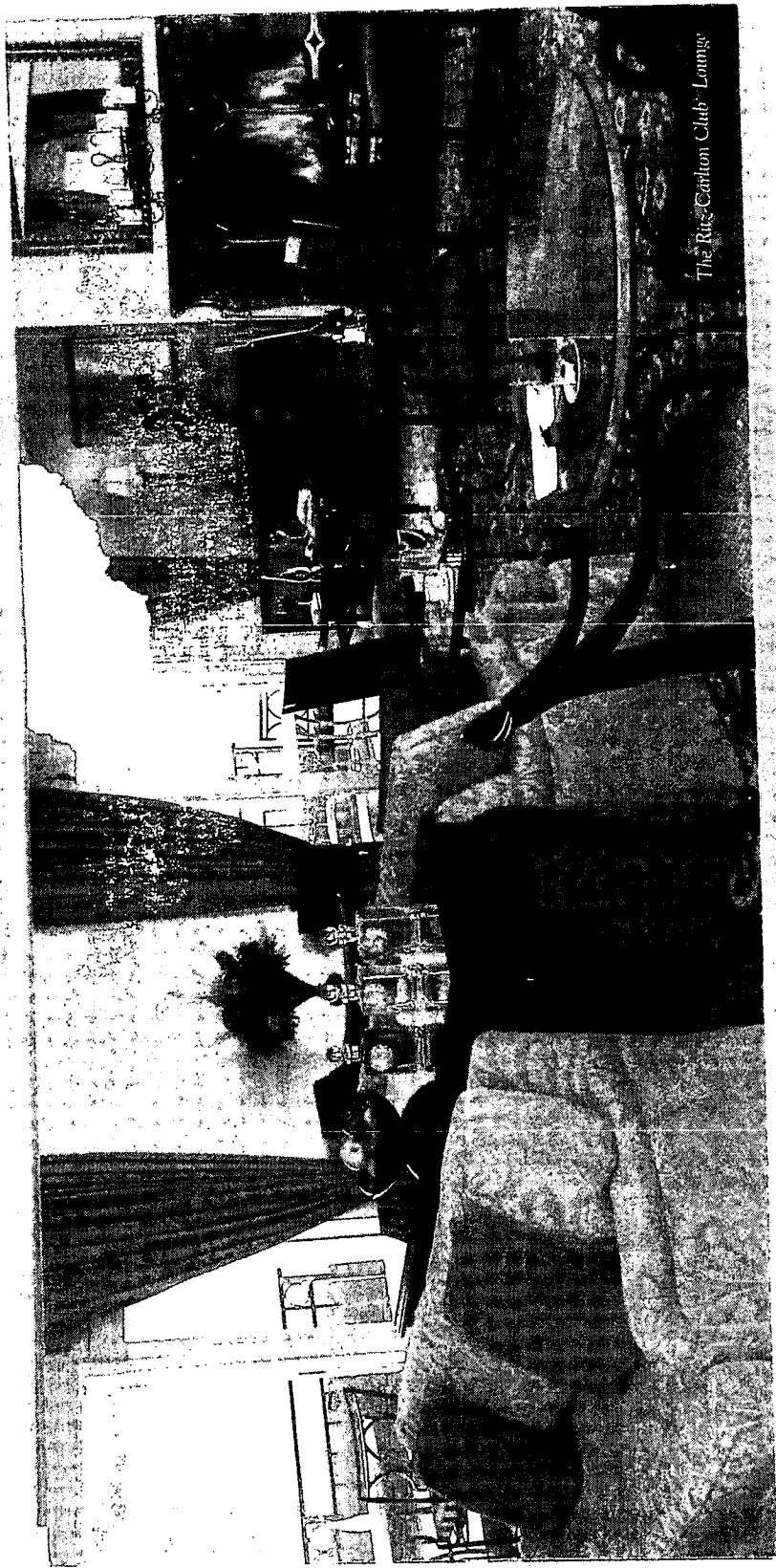


An exquisite barrier island retreat just off Florida's northeast coast

RC 1590

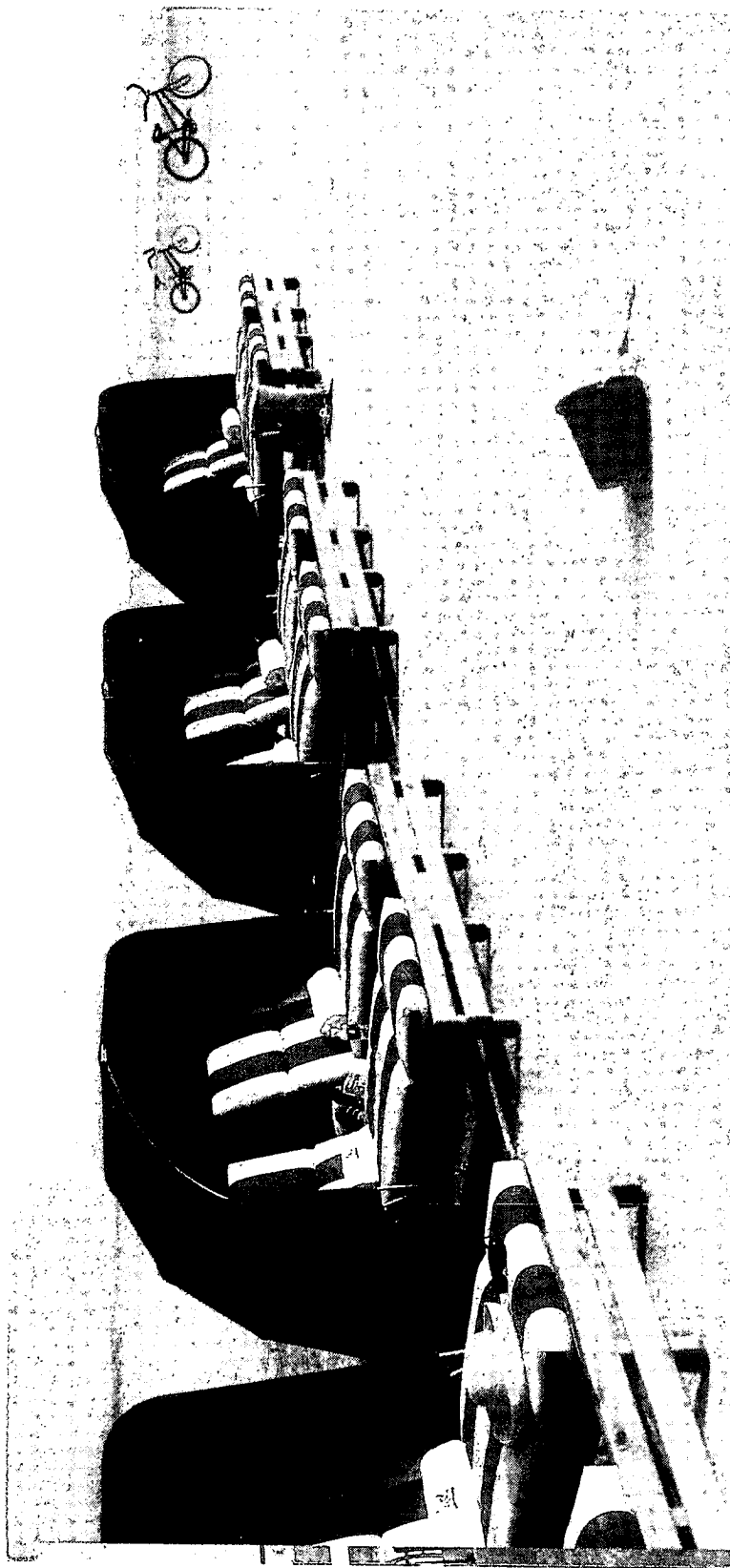
Seaside charm and relaxed elegance come together to create unforgettable experiences.





RC 1592

<p>Location</p> <ul style="list-style-type: none"> On a barrier island just off the coast of northeast Florida 25 miles from Jacksonville International Airport <p>Accommodations</p> <ul style="list-style-type: none"> 444 guest rooms including 47 suites, 37 Ritz-Carlton Club Level rooms and two Presidential Suites <p>The Ritz-Carlton Club Level is a special floor with distinctive amenities including a separate lounge, five complimentary food and beverage presentations throughout the day and evening, and a dedicated concierge staff.</p> <p>Guest room amenities</p> <ul style="list-style-type: none"> Secluded balcony offering ocean and coastal views Twice-daily housekeeping attention 24-hour in-room dining Evening turndown service Fully stocked refreshment cabinet (fees apply) Featherbeds Down comforters Gossedown and non-allergenic foam pillows AM/FM clock radio with CD player Marble bath with double vanities European bath essentials Lighted makeup mirror, hair dryer and scale Plush terry robes High-speed Internet access Multiline telephones In-room safe Ironing board and iron 	<p>Dining</p> <ul style="list-style-type: none"> The Grill, a AAA Five Diamond restaurant offering oceanfront fine dining and more than 500 wines Cafe 4750, serving breakfast, lunch and dinner in an intimate seaside-bistro atmosphere; a gourmet shop offers snacks to go The Lobby Lounge & Ocean-side Veranda, for fine wines, champagnes, cocktails, crudités and light fare The Ocean Bar & Grill, for tropical cocktails and fresh seafood, gourmet salads, sandwiches and local favorites in a casual outdoor setting (seasonal) <p>Resort amenities</p> <ul style="list-style-type: none"> Heated outdoor and indoor pools and whirlpools Nine tennis courts including five Har-Tru and four asphalt Boutique Spa and complete exercise facility Ritz Kids' activity program Children's pool and playground Nanny service Beauty salon Downtown island shuttle service (fees apply) Barrier-free access <p>Meeting and event amenities</p> <ul style="list-style-type: none"> More than 32,000 square feet/2,972 meters of function space 13,348-square-foot/1,240-square-meter Ritz-Carlton Ballroom, divisible into three salons 15 meeting rooms Three boardrooms Executive Business Center Conference concierge 	<p>Recreation</p> <ul style="list-style-type: none"> STSN high-speed Internet access in all meeting rooms State-of-the-art audio-visual equipment Catering and destination services <p>Beaches</p> <ul style="list-style-type: none"> One and one-half miles of sand dune-lined beaches Water sports Bicycle rentals Kayaking Deep-sea fishing Horseback riding on the beach Sailing <p>Golf</p> <ul style="list-style-type: none"> The Golf Club of Amelia Island, an 18-hole championship course (adjacent to the resort) The Golf Club at North Hampton, an 18-hole course designed by Arnold Palmer (nine miles away) Fernandina Beach Golf Club, a local favorite with 27 holes (two miles away) Royal Amelia Golf Links, an 18-hole course overlooking the Amelia River (two miles away) Osprey Cove Golf Club, an 18-hole championship course (22 miles away) <p>Nearby attractions</p> <ul style="list-style-type: none"> Fernandina Beach, a quaint seaside village of Victorian homes, boutiques and galleries (eight miles away) Amelia Island Museum of History (eight miles away) Fort Clinch State Park, featuring swimming, 	<p>Shopping</p> <ul style="list-style-type: none"> The retail shops of The Ritz-Carlton, Amelia Island (located at the resort) Historic downtown Fernandina Beach (eight miles away) Palmetto Walk, a shopping village filled with small shops and restaurants (two and one-half miles away) The Shops at Amelia Island Plantation, a collection of fine boutiques and galleries (three miles away) <p>Weather</p> <ul style="list-style-type: none"> Spring (March, April, May): High 78°F/25°C; low 58°F/14°C Summer (June, July, August): High 90°F/32°C; low 70°F/21°C Fall (September, October, November): High 83°F/28°C; low 64°F/18°C Winter (December, January, February): High 67°F/19°C; low 45°F/7°C <p>(Based on a 10-year average of year-round temperatures)</p>	<p>fishing, boating and a pre-Civil War fort (eight miles away)</p> <ul style="list-style-type: none"> Cumberland Island National Seashore (five miles away by boat) St. Augustine, the nation's oldest city (75 miles away)
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RC 1594



THE RITZ-CARLTON[®]
AMELIA ISLAND

4750 Amelia Island Parkway
Amelia Island, Florida 32034

904-277-1100; Fax 904-261-9064

For reservations, please call your travel professional or The Ritz-Carlton at 800-241-3333.
www.ritzcarlton.com

AMELI01
31864/15M604

RC 1595

The Ritz-Carlton
Kapalua

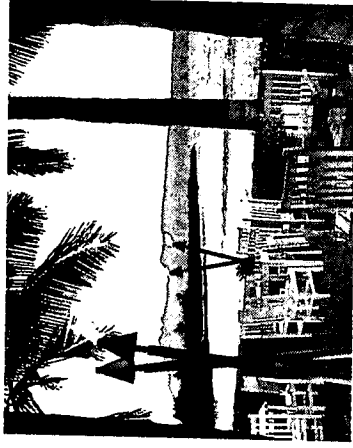
Immerse yourself in a world of natural wonders



on one of Hawaii's most beautiful islands.

RC 1610

Bask in the gracious harmony of The Ritz-Carlton, Kapalua

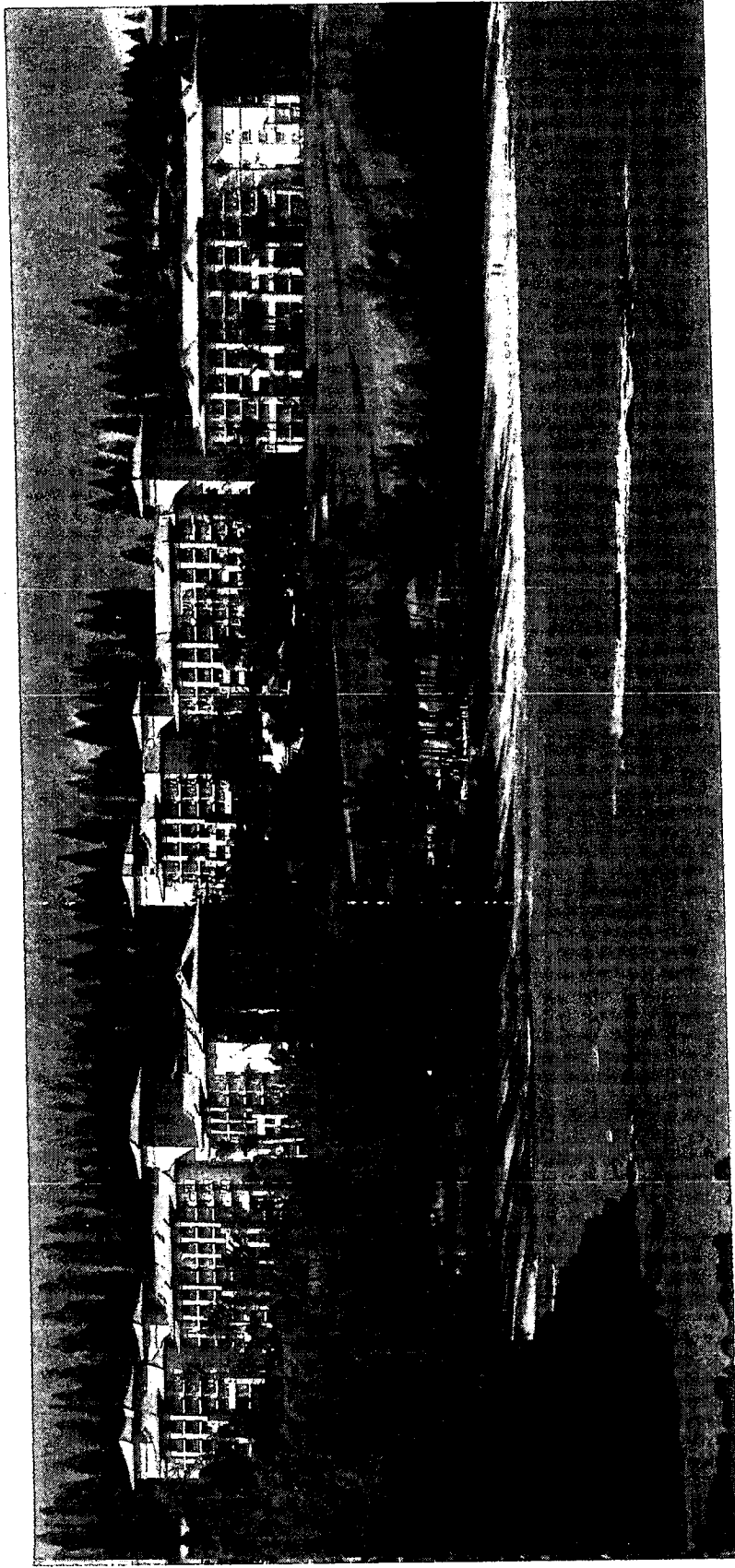


and step into the tranquil rhythm of Maui.

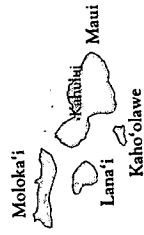


RC 1612

<p>Location. Located in the heart of the acclaimed Kapalua resort on the island of Maui, five minutes from Kapalua-West Maui Airport and 45 minutes from Kahului Airport.</p> <p>Hotel. AAA Five-Diamond Resort Hotel; Audubon Heritage Resort.</p> <p>Accommodations. 548 guest rooms including 58 suites, 65 Ritz-Carlton Club rooms and seven Ritz-Carlton Club suites. The Ritz-Carlton Club is a private floor with special amenities including a private lounge, the personal service of a Club concierge and four complimentary food and beverage presentations throughout the day.</p> <p>Guest room amenities. Twice-daily maid service; 24-hour room service; in-room safe; three dual-line telephones; data-port;</p>	<p>fully stocked refreshment cabinet; marble bath, laundry service; hairdryer; make-up mirror; terry bathrobes; premium bath essentials; goose-down pillows; private lanais with ocean, mountain or garden views.</p> <p>Dining. The Anuenue Room for Hawaiian Provençal cuisine; The Anuenue Lounge for cocktails; The Terrace for Pacific Rim specialties; The Banyan Tree for Mediterranean fare; The Beach House for tropical drinks; The Pool Bar for poolside relaxation; The Lobby Lounge for sushi and cocktails.</p> <p>Golf. Three championship 18-hole golf courses in the Kapalua resort, designed by Arnold Palmer, Ben Crenshaw and Bill Coore. Nine-hole putting green on property.</p>	<p>Leisure. Ten oceanfront plexi-pave courts, including five lighted and an exhibition court seating 200. Complete pro shop.</p> <p>Water sports. Snorkeling, diving, windsurfing, kayaking and bodyboarding, plus sailing, deep-sea fishing and whalewatching excursions.</p> <p>Amenities. Protected white sand beach and multi-level heated swimming pool, both with private cabanas; two hydrotherapy pools; complete Fitness Center; rejuvenating therapies and spa treatments; croquet lawn and putting green; baby-sitting; beauty salon; business center; barrier-free accessibility; THE RITZ KIDS® program; Artist-in-Residence program; The Art School at Kapalua; Aloha Friday activities; Eco-Tour hikes and activities.</p>	<p>Nearly destinations. Whaling Museum (10 minutes away), detailing the role of whaling in Hawaiian history; Lahaina Town (15 minutes away), a historical whaling village including shops, restaurants and art galleries; Haleakala Volcano (80 minutes away), a dormant volcano reaching over 10,000 feet, offering excellent hiking, cycling and vistas.</p> <p>Weather. Spring low 65°F/18°C; high 80°F/26°C. Summer low 69°F/21°C; high 83°F/28°C. Fall low 68°F/20°C; high 82°F/27°C. Winter low 64°F/17°C; high 80°F/26°C. (10-year average of year-round temperatures.)</p>
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RC 1614



THE RITZ-CARLTON®
KAPALUA
ISLAND OF MAUI

One Ritz-Carlton Drive, Kapalua, Maui, Hawaii 96761
808-669-6200; Fax 808-665-0026; Sales Fax 808-669-2028

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KAPALUA
175M499

RC 1615

The Ritz-Carlton, Coconut Grove



Italian Renaissance grandeur on Miami's Biscayne Bay



RC 1620

*B*outique elegance and gracious service make
The Ritz-Carlton, Coconut Grove a most enticing destination.



The Ritz-Carlton, Coconut Grove welcomes guests with a majestic, yet intimate ambience reminiscent of a palatial European villa. Soaring ceilings, stately columns, a cascading waterfall and a collection of original art are among the lavish appointments gracing the inviting lobby.

Each well-appointed guest room and suite is an enclave of luxury and comfort. Floor-to-ceiling windows invite guests to savor spectacular views of Biscayne Bay and the city skyline. Sumptuous furnishings and accents create a warm, residential feel. Thoughtful indulgences and pampering personal service ensure that each stay is a memorable one.



The Lobby

*S*uperb amenities enhance each experience.



Innovative cuisine, a Boutique Spa and Fitness Center and, of course, impeccable personal service make The Ritz-Carlton, Coconut Grove the first choice of even the most discriminating guests.

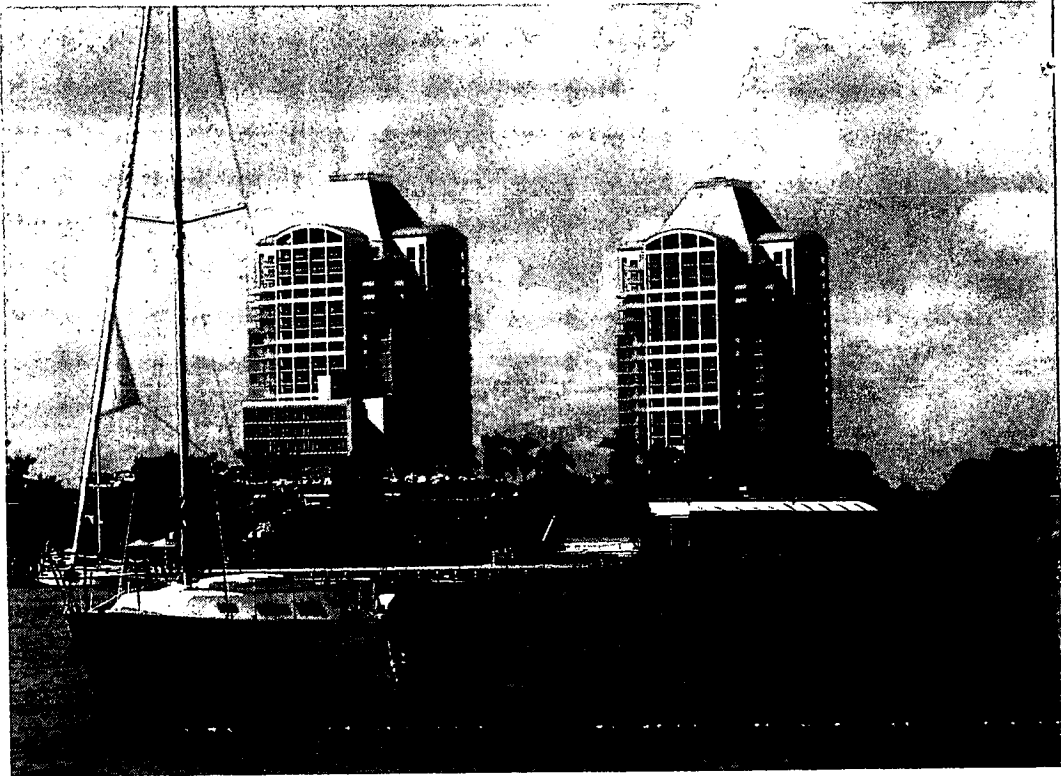
Bizcaya Grill, the hotel's signature restaurant, serves artful dishes created with fresh ingredients in their purest forms. European-style grilling techniques and modern table accents add delightful new dimensions to classic fare. The relaxed atmosphere of The Lounge beckons guests to enjoy refreshing cocktails and light fare, evening entertainment and Afternoon Tea presented in traditional Ritz-Carlton fashion.

The Boutique Spa at The Ritz-Carlton, Coconut Grove is a haven of beauty and wellness with six treatment rooms, saunas, steam rooms and a Spa boutique in an intimate setting. A fully equipped Fitness Center features Cybex® strength equipment, free weights and cardiovascular machines with built-in televisions, all overlooking tropical gardens.

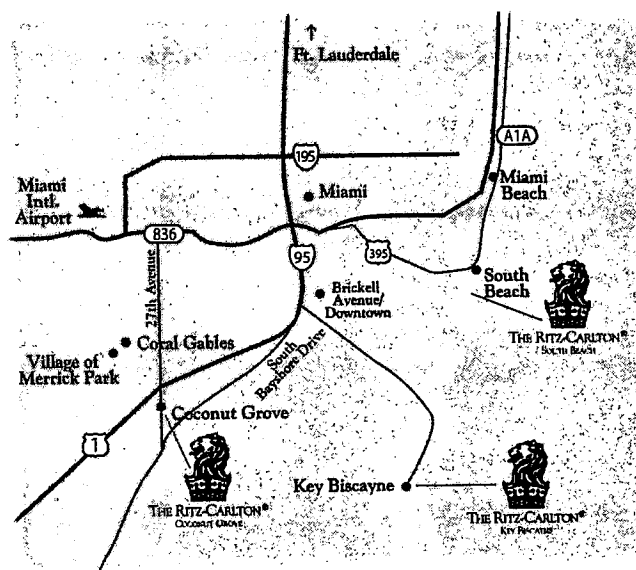


Bircaya Grill

*B*ayside luxury in the heart of charming Coconut Grove.



Just steps from The Ritz-Carlton, Coconut Grove is an historic walking village teeming with sidewalk cafes, boutiques, art galleries, live theater and entertainment venues, and a picturesque marina. Championship golf, water sports, upscale shopping and fascinating attractions are nearby, offering guests a host of recreational options. Of particular interest is Vizcaya Museum and Gardens, a magnificent Italianate villa whose legacy helped inspire the neo-classical design of The Ritz-Carlton, Coconut Grove.



Location

- 10 minutes from downtown Miami and major attractions including Bayside Marketplace and the American Airlines Arena
- 20 minutes from Miami International Airport and the Port of Miami
- 20 minutes from South Beach

Accommodations

- 115 deluxe guestrooms including 15 Ritz-Carlton Club level rooms and suites, 17 executive suites and one Ritz-Carlton Suite

The Ritz-Carlton Club® level is a special floor with distinctive amenities including a separate lounge, several complimentary food and beverage presentations throughout the day and evening, and a dedicated concierge staff.

Hotel amenities

- 6,000-square-foot/557-square meter Boutique Spa at The Ritz-Carlton, Coconut Grove
- Large, second floor lap pool with deck overlooking Coconut Grove
- Valet parking
- Limousine services on request
- Shopping concierge on request

Guest room amenities and services

- Spacious balcony
- Floor-to-ceiling windows with views of the Miami skyline, gardens, pool, Biscayne Bay or Coral Gables
- 24-hour in-room dining
- Twice daily housekeeping service
- Marble bath
- Plush terry or lightweight bathrobe
- European bath essentials
- Bath butler and bath menu services
- Luxurious imported Frette linens
- Fully stocked refreshment bar
- Complimentary overnight shoeshine
- Overnight laundry service
- Complimentary morning newspaper
- Multi-line telephones
- In-room, laptop-compatible safe
- Computer and fax hookups
- High-speed Internet access

Dining

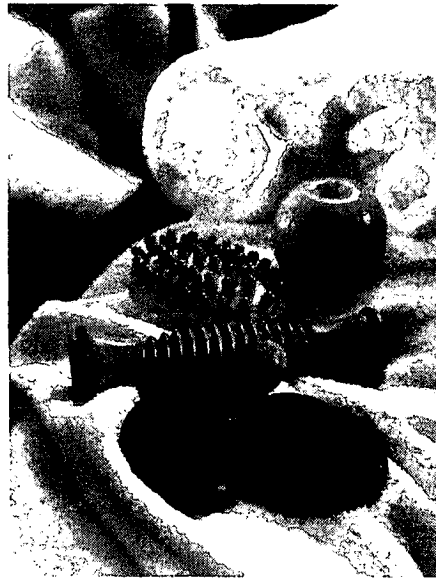
- Bizcaya Grill, a modern European grill featuring classic fare with modern accents; indoor and outdoor dining for breakfast, lunch and dinner
- The Private Dining Room, a glass-enclosed enclave of the Bizcaya Grill offering an intimate setting for small business dinners or special occasions
- The Lounge, located in the grand lobby overlooking a cascading courtyard waterfall, offering a menu of light delicacies, Afternoon Tea and cocktails
- Pool Bar, serving light fare and beverages

Meeting and event facilities

- 13,439 square feet/1,253 square meters of total meeting space
- 4,878 square feet/456 square meters of pre-function space
- Grand Ballroom (5,194 square feet/483 square meters, divisible into four salons)
- Four meeting rooms
- 14-person boardroom with private foyer
- 5,540 square feet/515 square meters of outdoor function space
- Separate ballroom entrance with dedicated valet parking
- State-of-the-art audio-visual equipment
- Full service Business Center
- High-speed Internet access
- Technology Butler® services
- Expert catering services
- Wedding concierge

Nearby attractions

- Vizcaya Museum and Gardens, an Italian Renaissance style villa featuring 19th-century antique furnishings and decorative arts
- The Barnacle State Historic Site, home of Dade County's oldest home in its original location
- Coconut Grove Playhouse, originally built as a glamorous movie house in 1926 and now home to two stages for nationally recognized live theater
- Miami Museum of Science and Space Transit Planetarium



Shopping

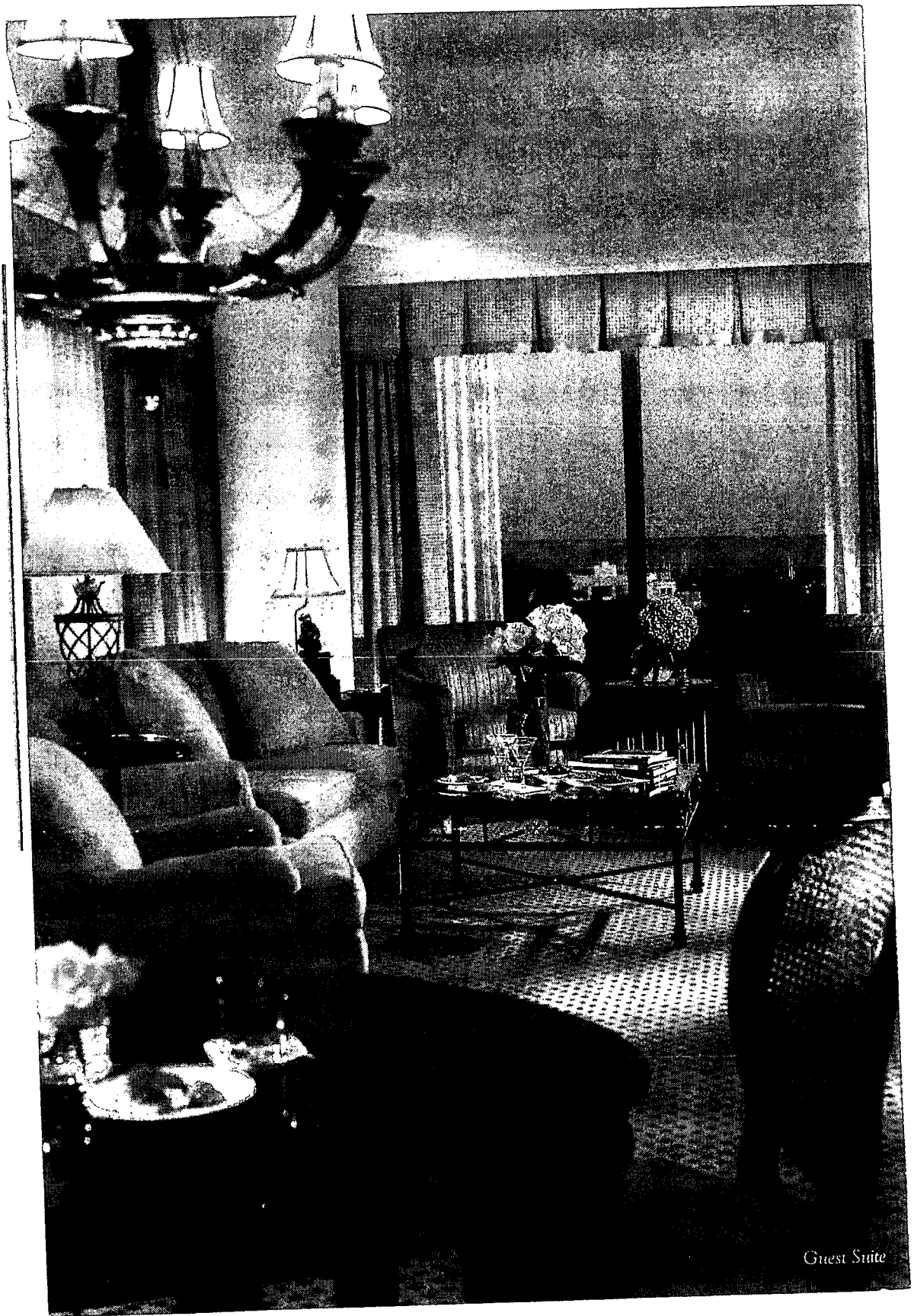
- CocoWalk, an open-air, European-style shopping village just steps away
- Streets of Mayfair, a multi-level, open-air shopping, dining and entertainment venue, just steps away
- Village of Merrick Park, an exclusive collection of fine shops in Coral Gables
- Bayside Marketplace, a beautiful bayfront plaza with shops, restaurants, live entertainment and sightseeing cruises

Recreation

- Championship golf minutes away
- Boating and sailing at adjacent Dinner Key Marina

Weather

- Spring low 70°F/21°C; high 85°F/29°C
 - Summer low 76°F/24°C; high 90°F/32°C
 - Fall low 69°F/21°C; high 83°F/28°C
 - Winter low 62°F/17°C; high 78°F/26°C
- (Based on a 30-year average of temperatures.)



Guest Suite

RC 1628



THE RITZ-CARLTON®
COCONUT GROVE

3300 Southwest Twenty-seventh Avenue
Coconut Grove, Florida 33133

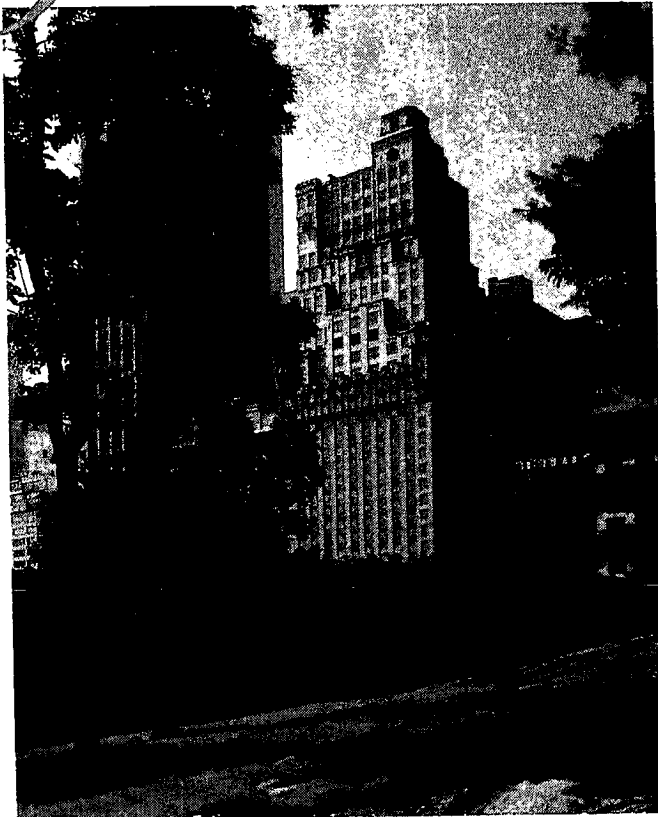
Telephone 305-644-4680 Fax 305-644-4681
www.ritzcarlton.com

For reservations, please call your travel professional or 800-241-3333.

COCONUT
1587220463

RC 1629

The Ritz-Carlton New York, Central Park



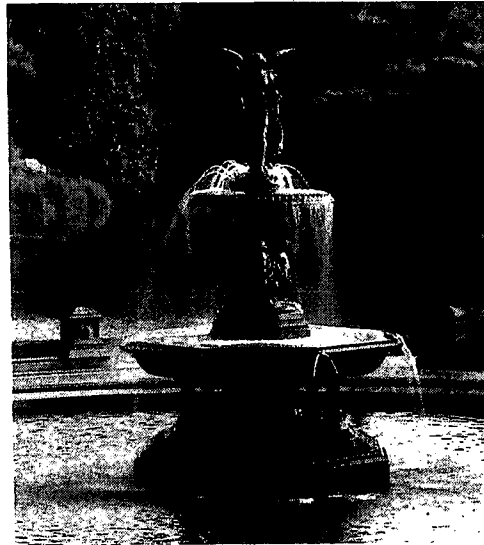
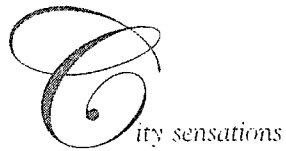
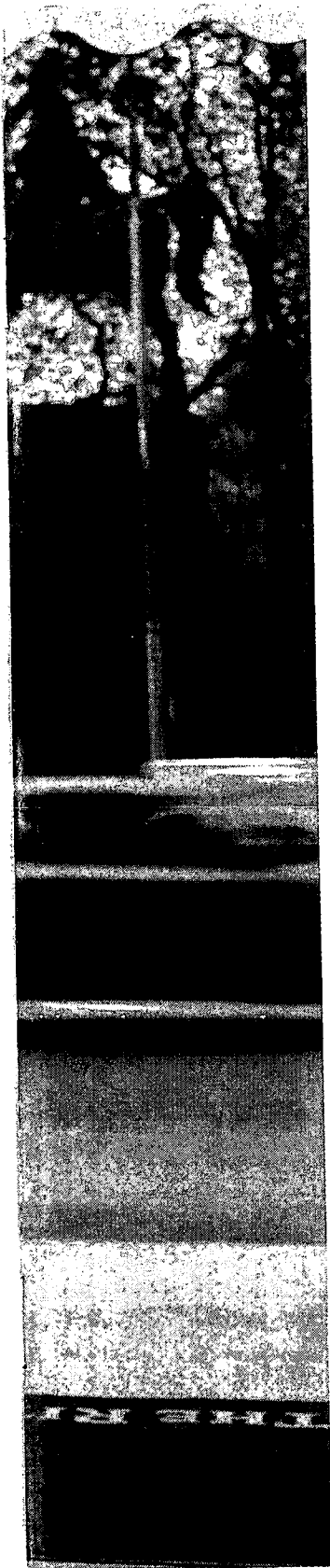
*Elegant townhouse style
in the heart of Manhattan*



THE RITZ-CARLTON®
NEW YORK, CENTRAL PARK



RC 1649



Few cities in the world exude the excitement, energy, diversity and cultural richness of New York City.

From Central Park's expanse of trees, meadows and ponds to busy Fifth Avenue's chic stores to the glittering lights of Broadway, New York has something to satisfy every whim and wish.

The Ritz-Carlton New York, Central Park welcomes guests with a luxurious but warm atmosphere befitting one of the world's most impressive destinations. Exquisite details such as antique chandeliers, original paintings by American modernist Samuel Halpert and works of floral art by renowned designer Jane Packer create a residential air complemented by glorious views of Central Park.

*M*emorable menus

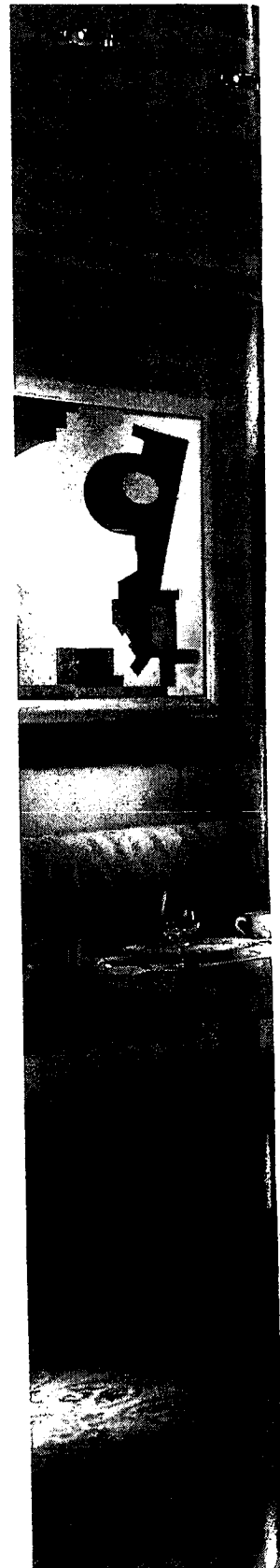


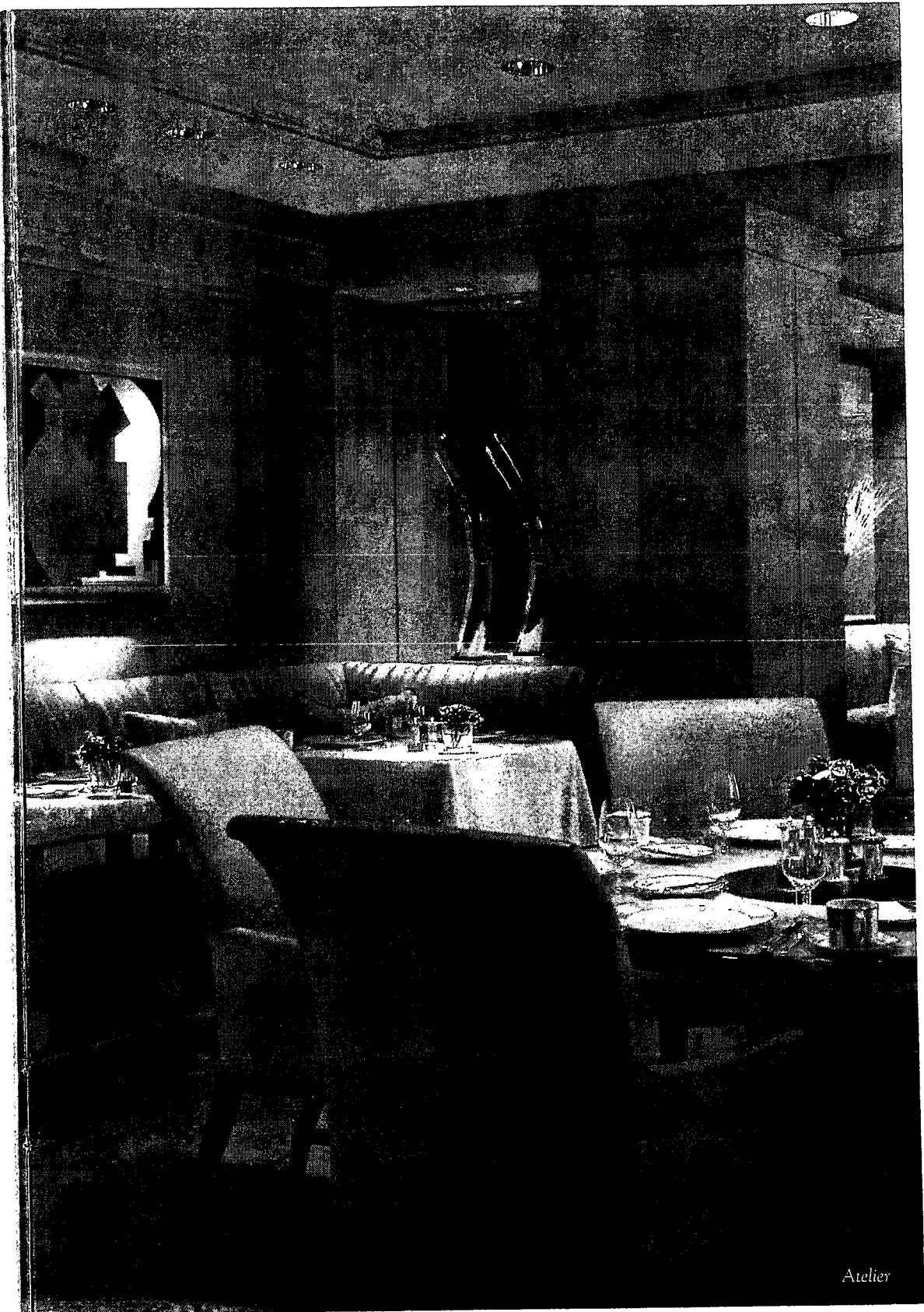
Culinary ingenuity and the finest of the earth's bounties come together for superb dining experiences at Atelier.

An original, modern French menu with a distinctly American accent delights guests with the bold flavors of fresh, seasonal ingredients and herbal infusions. An impressive thousand-bottle wine list is presented by the master sommelier.

In the Star Lounge, an American bistro-style lunch, traditional Afternoon Tea, cocktails and light fare may be enjoyed to the soothing sounds of harp and piano music in a living room setting.

From behind the chic Star Bar, Norman Bukofzer serves guests with the finesse and hospitality that for more than 30 years have endeared him as one of New York's friendliest bartenders.





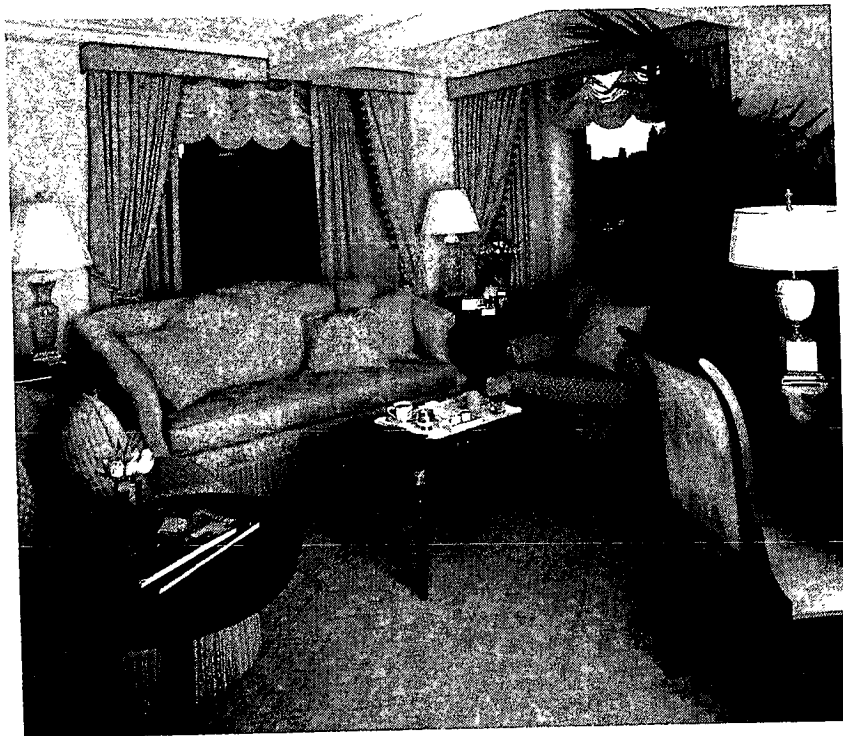
Atelier

RC 1652



RC 1653

*A*rchitectural grandeur, intimate charm



Each sumptuous guest room is appointed with luxuries reminiscent of those found in fine European hotels. Custom designed linens, featherbeds, deep soaking tubs and plush bathrobes create sanctuaries of comfort at the end of a busy day. Guest amenities such as 24-hour in-room dining, evening turndown service and a library of Academy Award-winning films on DVD reflect a sincere dedication to surpassing expectations.

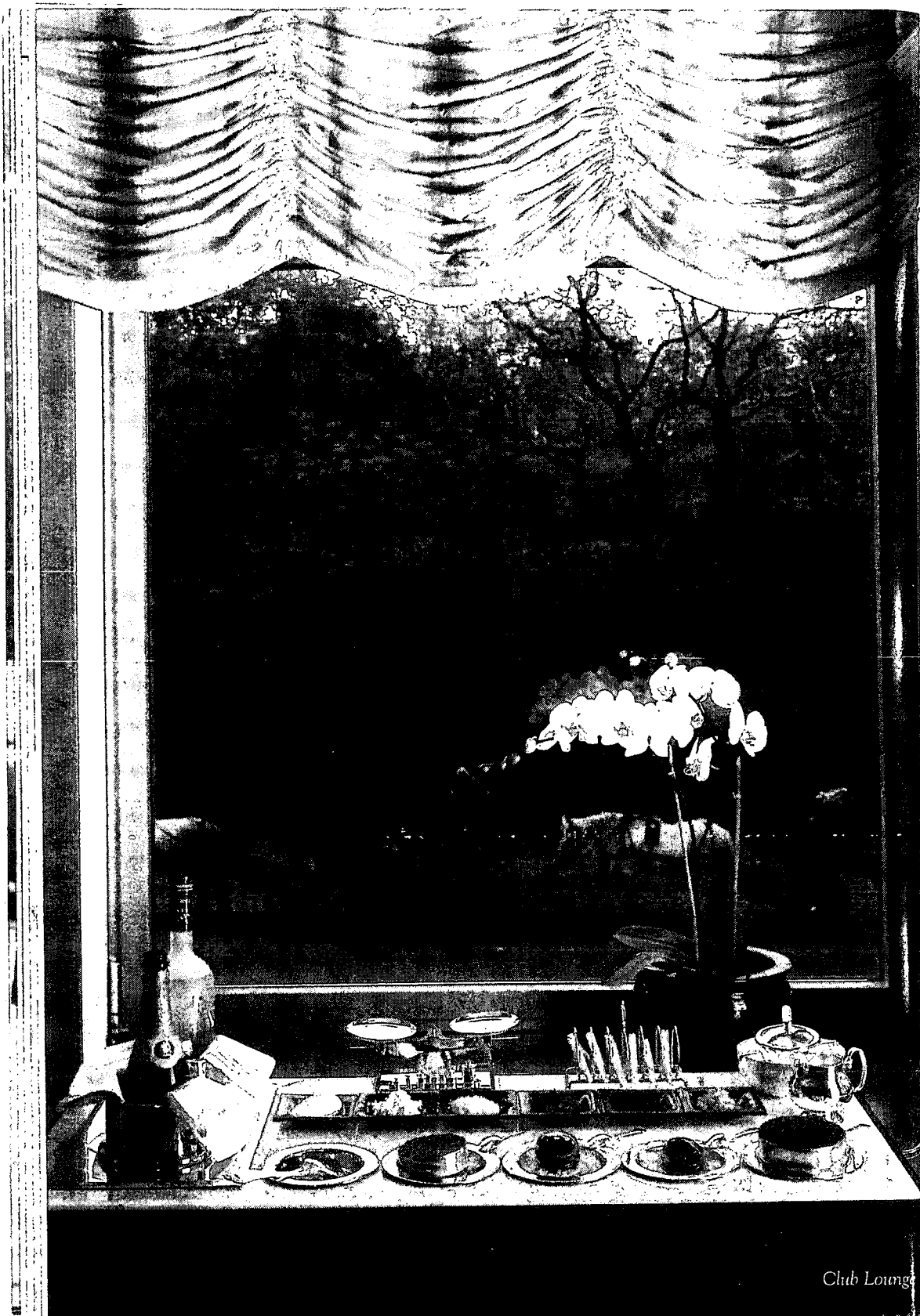
*S*uite pleasures



Suites at The Ritz-Carlton New York, Central Park offer magnificent escapes from the bustle of the city. Each one- or two-bedroom sanctuary is graciously appointed with comforts such as a flat-screen television, a Bang & Olufsen stereo system, a CD collection, luxurious linens and robes, and exclusive Frédéric Fekkai bath essentials. Some even offer telescopes for exploring the cityscape and the night sky, and libraries of books on art, architecture and New York.



RC 1656



RC 1657

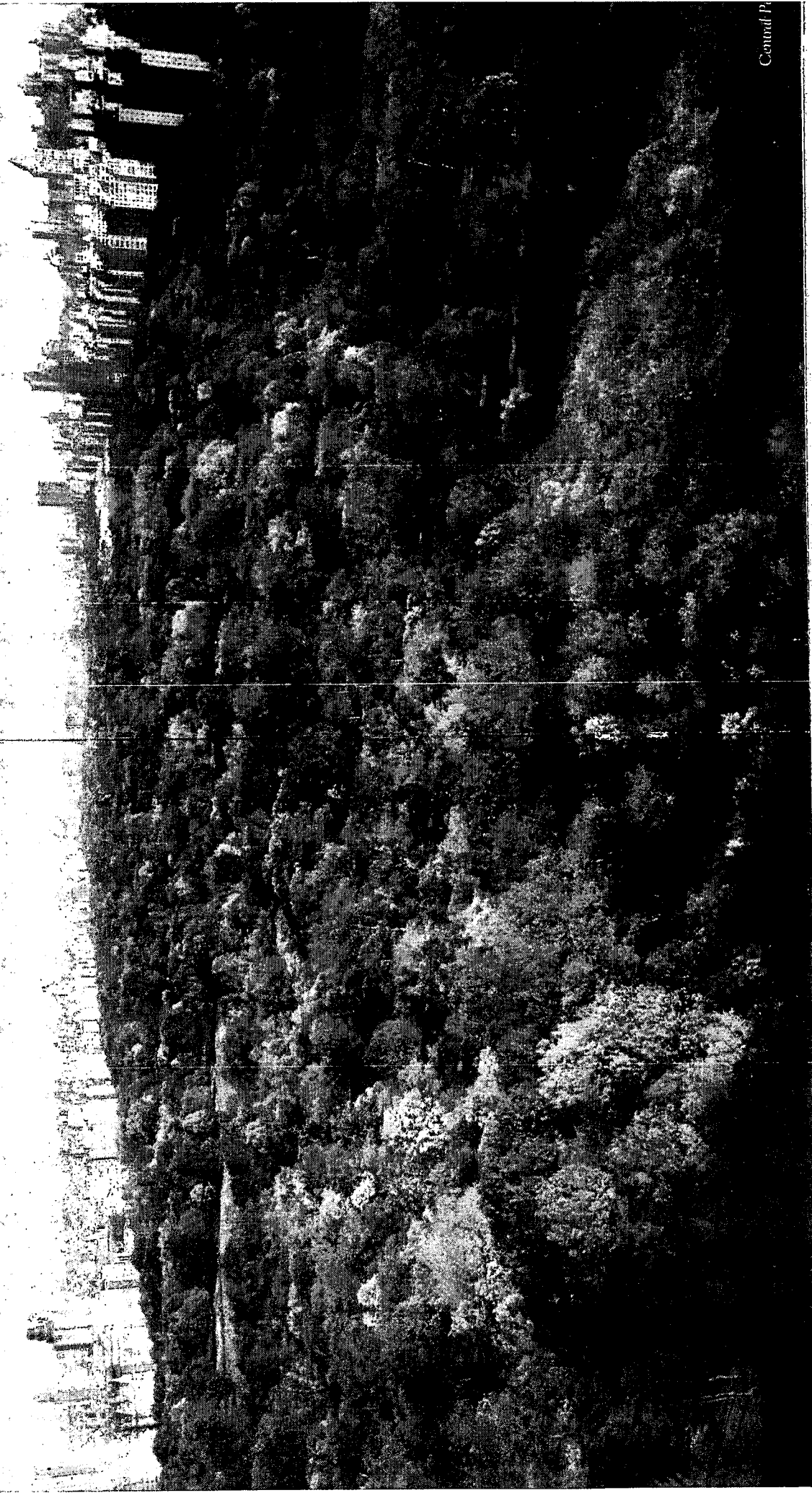
*P*rivileges to appreciate



For guests seeking a heightened level of luxury, The Ritz-Carlton Club® Lounge is an exclusive retreat overlooking Central Park. It offers unsurpassed personal attention and distinctive amenities such as six complimentary food and beverage presentations daily, caviar service, a dedicated concierge, a wireless laptop for guest use and exclusive key access.

RC 1659

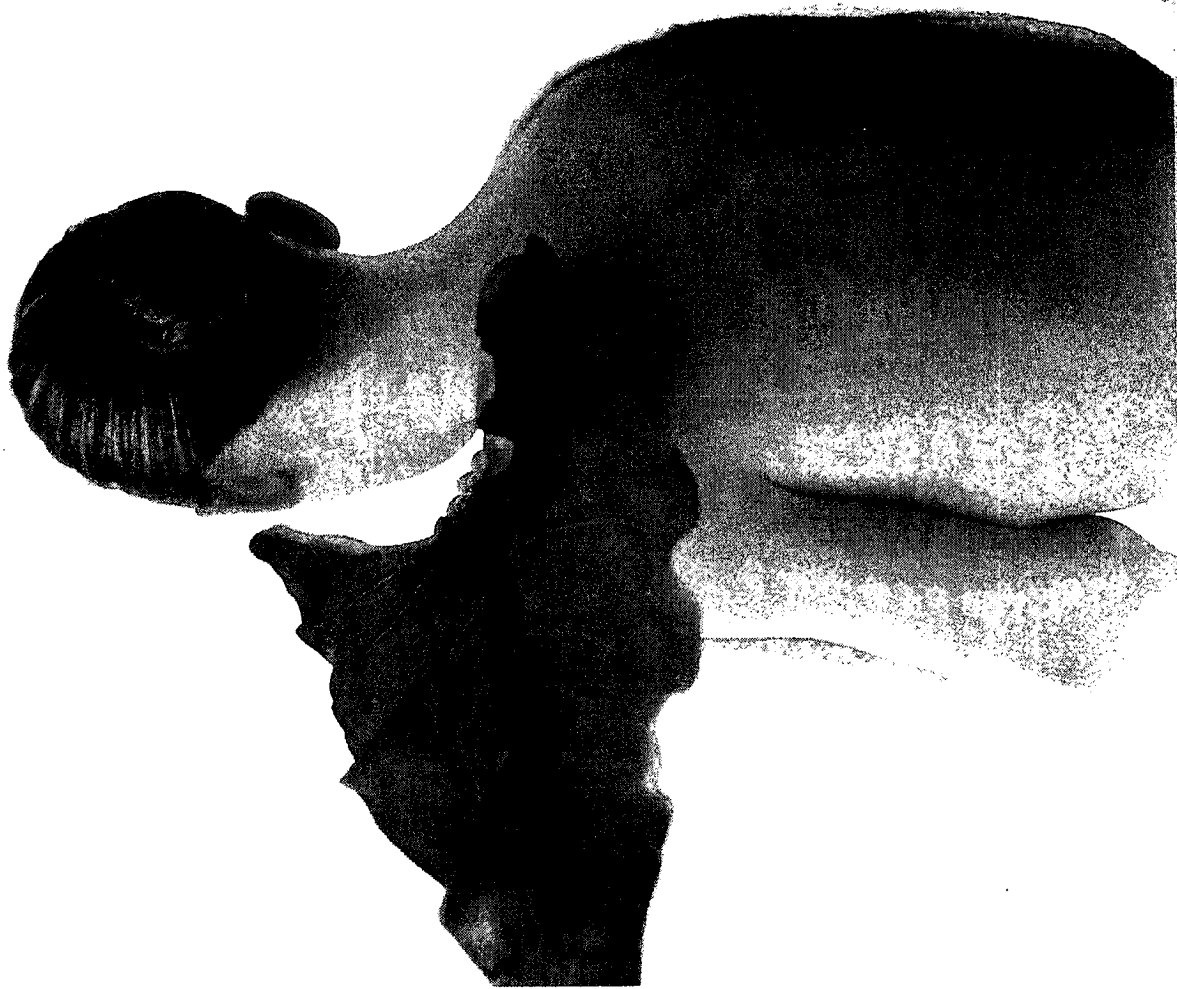
Central P.



A restorative oasis



La Prairie at The Ritz-Carlton Spa®, New York, Central Park is a haven for lavish beauty, wellness and relaxation treatments. Stunning views of Central Park enhance the renowned European spa experience, which features fine face and body indulgences from the leader in anti-aging formulas. Unique cellular facials; European, Asian and therapeutic massages; and Manhattan Minutes for those on the run are among the rejuvenating services performed in the boutique Spa's six elegant treatment rooms. A wet room, a ladies' relaxation area, and ladies' and gentlemen's steam rooms are also available.



RC 1660



Location

- On Central Park South between Fifth and Sixth avenues in midtown Manhattan
- Seven miles/30 minutes from LaGuardia Airport; six miles/45 minutes from John F. Kennedy International Airport; 20 miles/45 minutes from Newark Liberty International Airport
- Within walking distance of Fifth Avenue, Broadway, Rockefeller Center and Lincoln Center

Accommodations

- 261 guest rooms including 48 suites

Guest room amenities

- Packing and unpacking services
- Twice daily housekeeping attention with evening turnaround service
- 24-hour in-room dining
- Featherbeds
- European linens
- Marble soaking tub with separate shower
- Bath butler and bath menu services
- Choice of terry or linen bathrobes
- DVD player and a library of all Academy Award-winning films
- 27-inch flat screen television
- Multiline cordless telephones with voicemail and data line capabilities
- High-speed Internet access
- Data port and fax hook-up
- In-room safe that accommodates a laptop
- Complimentary morning newspaper of choice, including Newspaper Direct international service
- Complimentary overnight shoeshine

Dining

- Atelier, for innovative French haute cuisine with American accents; serving breakfast and dinner daily as well as Sunday brunch
- Star Lounge, for continental breakfast, American bistro-style, traditional Afternoon Tea, light fare and cocktails

Hotel amenities

- La Prairie at The Ritz-Carlton Spa, New York, Central Park
- On-site Fitness Center
- Overnight laundry and dry cleaning services
- One-hour pressing service
- VIP pet services
- Gemologist services
- Full service multi-lingual concierge
- Airport shuttle service on request
- Limousine service on request
- Valet parking
- Complimentary car service

RC 1661

CENTRAL PARK
SOUTH

Meeting facilities

- Four state-of-the-art meeting rooms accommodating 10 to 50 guests
- High-speed Internet access
- ISDN lines for videoconferencing
- Complete audio visual services
- Business Center
- Conference concierge
- Technology Butler® services

Nearby attractions

- Central Park, the city's famed 843-acre park featuring a carousel, a wildlife center, outdoor theaters, monuments and pedestrian paths (across from the hotel)
- Rockefeller Center, home of NBC, Radio City Music Hall, Christie's Auction House and the world-famous Rockefeller Plaza skating rink (nine blocks away)
- Lincoln Center for the Performing Arts, featuring music, opera, theater, dance, puppetry; circus and cultural expression from around the globe (one and one-half miles away)
- Carnegie Hall, world-renowned site of a broad spectrum of musical and educational events (four blocks away)
- Theater District, a thin strip of Manhattan where approximately 36 theaters host Broadway stage productions nightly (13 blocks away)
- Museum of Modern Art, one of the world's foremost museums of modern and contemporary art (six blocks away)

Shopping

- Fifth Avenue, home to famous department stores and designer boutiques such as Saks Fifth Avenue, Bergdorf Goodman, Cartier, Tiffany & Co. and Brooks Brothers (one to 10 blocks away)
- Madison Avenue, for upscale shops such as Barney's New York, Polo and Yves St. Laurent (two to 10 blocks away)

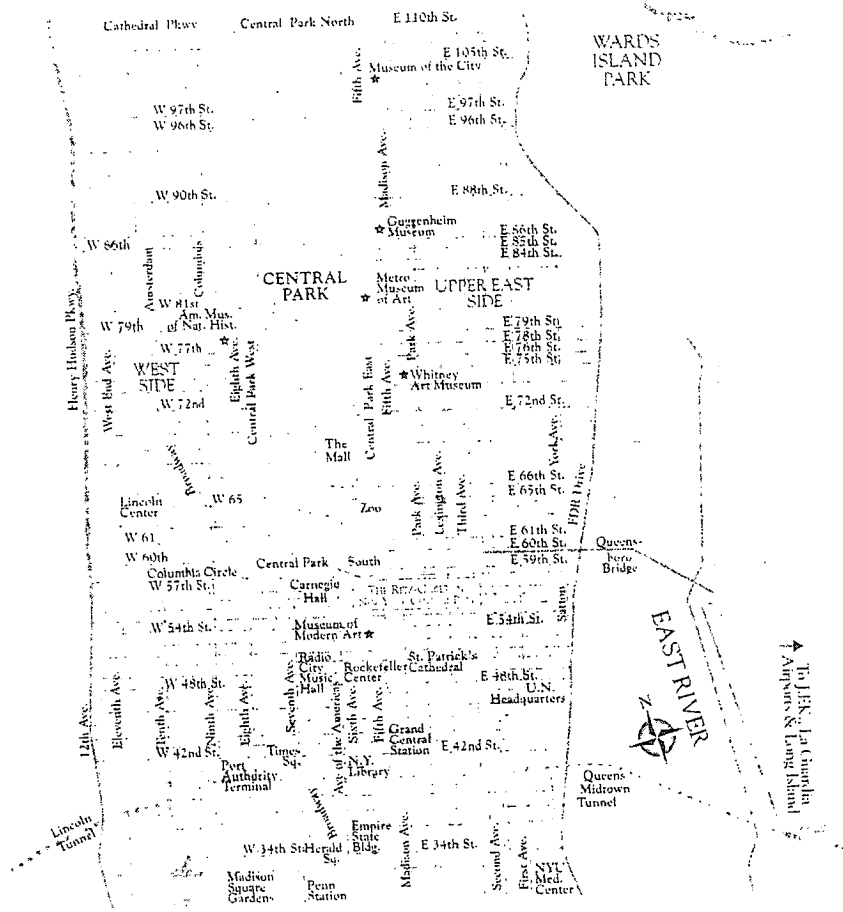
Weather

- Spring (March, April, May): High 61°F/16°C; low 45°F/7°C
- Summer (June, July, August): High 80°F/27°C; low 73°F/23°C
- Fall (September, October, November): High 65°F/18°C; low 61°F/16°C
- Winter (December, January, February): High 44°F/7°C; low 27°F/-3°C

(Based on a 10-year average of year-round temperatures)



Boardroom





THE RITZ-CARLTON®
NEW YORK, CENTRAL PARK

50 Central Park South
New York, New York 10019

212-308-9100; Fax: 212-207-8831

For reservations, call your travel professional
or The Ritz-Carlton at 800-241-3333.
www.ritzcarlton.com

RIN PARK201
33464/25M105

RC 1664

The Ritz-Carlton, Dearborn



Michigan's premier venue for business and social gatherings



THE RITZ-CARLTON®
DEARBORN

RC 1665

A prestigious address, an elegant atmosphere

Guests of The Ritz-Carlton, Dearborn are greeted with exquisite décor, a gracious atmosphere and impeccable personal service worthy of AAA's Four Diamond Award. This spectacular setting, just a short drive from Detroit Metropolitan Wayne County Airport and downtown Detroit, is an ideal venue for gatherings ranging from intimate meetings for 12 to grand galas for 1,200.



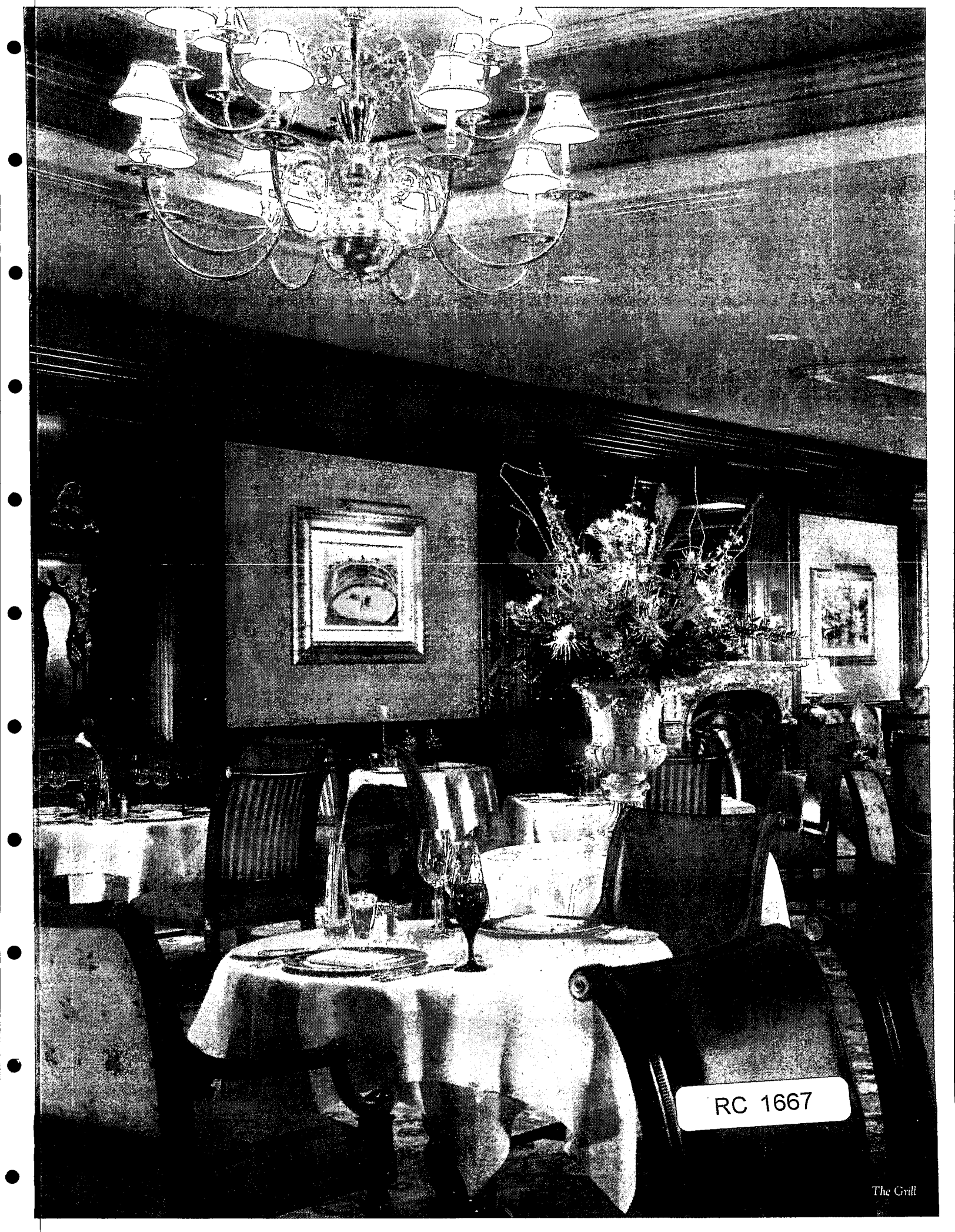
The Presidential Suite

Guest rooms at The Ritz-Carlton, Dearborn are tranquil havens of comfort at the end of a busy day. From thoughtful details such as featherbeds and plush terry robes to cutting-edge conveniences like Wi-Fi high-speed Internet access, each demonstrates the exceptional care and consideration that have become Ritz-Carlton hallmarks.

For an extra measure of luxury, The Ritz-Carlton Club® Level offers enhancements such as packing and unpacking services, a dedicated concierge and key access to the exclusive Club Lounge for entertaining and relaxing in style.



Guest room



RC 1667

*E*vents beyond expectations

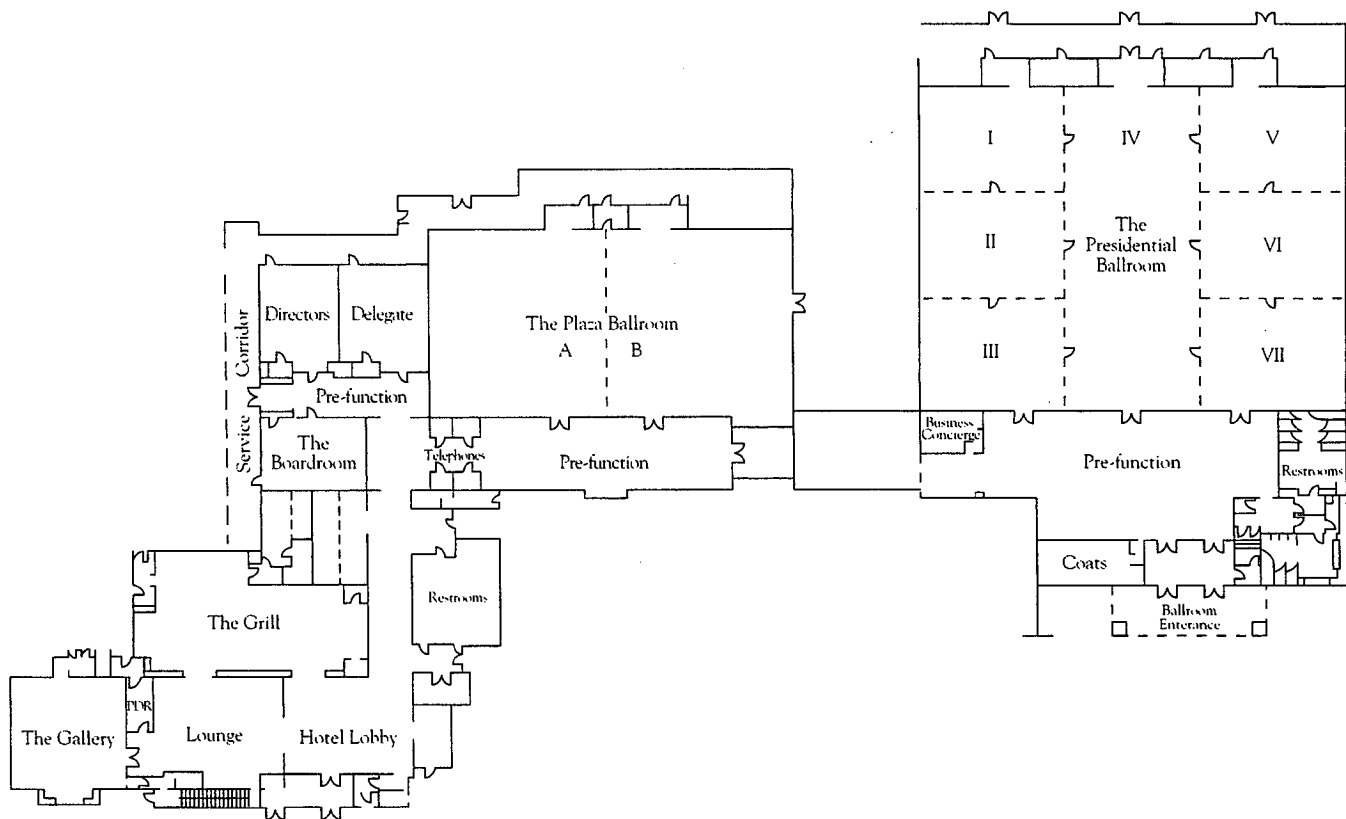


Flexible meeting space and a full complement of group services and amenities have earned The Ritz-Carlton, Dearborn a stellar reputation as a top meeting destination. A professional conference services team is on hand to attend to every detail, and an innovative catering staff prepares superb cuisine for on- and off-site events.

The hotel provides unparalleled levels of service, enabling meeting planners to focus on programs and attendees. Comprehensive audio/visual facilities, a Business Center and technology resources such as cabled and Wi-Fi high-speed Internet access ensure flawless meeting experiences.

RC 1668

- Meeting Space -



BALLROOM AND LOBBY LEVEL	Square Feet	Square Meters	Dimensions		Ceiling Height		Banquet Rounds of 10	Reception/ Theater	Classroom Seating	U-Shaped Seating	Hollow Square
The Presidential Ballroom	12,210	3,724	98x129	30x39	14.5	4.4	900	1,200	700	—	250
Salons I, II and III	4,100	1,250	98x43	30x13	14.5	4.4	270	375	200	—	70
Salon I	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Salon II	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Salon III	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Salon IV	4,010	1,223	98x42	30x13	14.5	4.4	270	375	200	—	70
Salons V, VI and VII	4,100	1,250	98x43	30x13	14.5	4.4	270	375	200	—	70
Salon V	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Salon VI	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Salon VII	1,370	418	33x43	10x13	14.5	4.4	90	115	60	40	30
Pre-function	3,626	1,106	40x103	12x31	14.5	4.4	—	350	—	—	—
The Plaza Ballroom	4,512	1,376	48x94	14.5x29	13.5	4	320	400	220	—	100
Section A	2,256	688	48x47	14.6x14	13.5	4	160	240	110	45	54
Section B	2,256	688	48x47	14.6x14	13.5	4	160	240	110	45	54
Delegate	483	147	21x23	6x7	10.5	3.2	40	45	24	18	28
Directors	483	147	21x23	6x7	10.5	3.2	40	45	24	18	28
The Boardroom	483	147	27x18	8x5.5	12.5	3.8	16	—	—	—	—
The Gallery	2,442	745	37x63	11x19	11	3.3	100	150	70	34	30
The Private Dining Room	409	125	13.5x22	4x7	11	3.3	12	—	—	—	—



The Club Lounge

Location

- Part of Fairlane, a unique business, retail, residential and recreational community in historic Dearborn
- 13 miles from Detroit Metropolitan Wayne County Airport and downtown Detroit

Accommodations

- 308 guest rooms, including 52 Ritz-Carlton Club Level rooms, 12 executive suites, one Governor's Suite and one Presidential Suite

The Ritz-Carlton Club Level is a special floor with distinctive amenities including a separate lounge, five complimentary food and beverage presentations throughout the day and evening, and a dedicated concierge staff.

Guest room amenities

- Twice-daily housekeeping attention
- 24-hour in-room dining
- Evening turndown service
- Fully-stocked refreshment cabinet
- Marble bath
- European bath essentials
- Lighted makeup mirror, hair dryer and scale
- Plush terry robes
- Featherbeds
- CD alarm clock
- Complimentary morning newspapers
- Cabled and Wi-Fi high-speed Internet access
- Multiline cordless telephone
- In-room safe

Meeting and event amenities

- 26,000 square feet/2,415 square meters of meeting and function space
- 12,210-square-foot/1,134-square-meter Presidential Ballroom with separate entrance
- 12 meeting rooms and two boardrooms with a complete selection of audio/visual equipment
- Technology Butler® services
- Executive Business Center
- Cabled and Wi-Fi high-speed Internet access in all meeting rooms
- Coordinator services for conferences, theme parties and group activities
- Overnight convention services team
- Off-premises catering services

Dining

- The Grill, for classically inspired contemporary American cuisine and a cocktail hour highlighted by classic martinis, exquisite champagnes and fine single-malts; serving breakfast, lunch and dinner
- The Lobby Lounge, serving light fare, Afternoon Tea and evening cocktails



Hotel amenities

- Fitness Center with indoor heated pool and whirlpool, exercise and weight equipment, saunas and massage facilities
- Overnight laundry service
- Complimentary overnight shoeshine
- Ample, well-lit self parking and valet parking services
- Express arrival and departure services

Recreation

- Golf at Dearborn Hills, Pheasant Run, Fox Creek, Lakes of Taylor, Taylor Meadows and TPC (membership required) golf courses, all within 10 miles of the hotel
- Guest privileges at The Fairlane Club, including use of eight indoor and 10 outdoor lighted tennis courts, four racquetball courts and a basketball court (adjacent to the hotel)
- Detroit Red Wings hockey at Joe Louis Arena (10 miles away)
- Detroit Tigers baseball at Comerica Park (10 miles away)
- Detroit Lions football at Ford Field (10 miles away)

Shopping

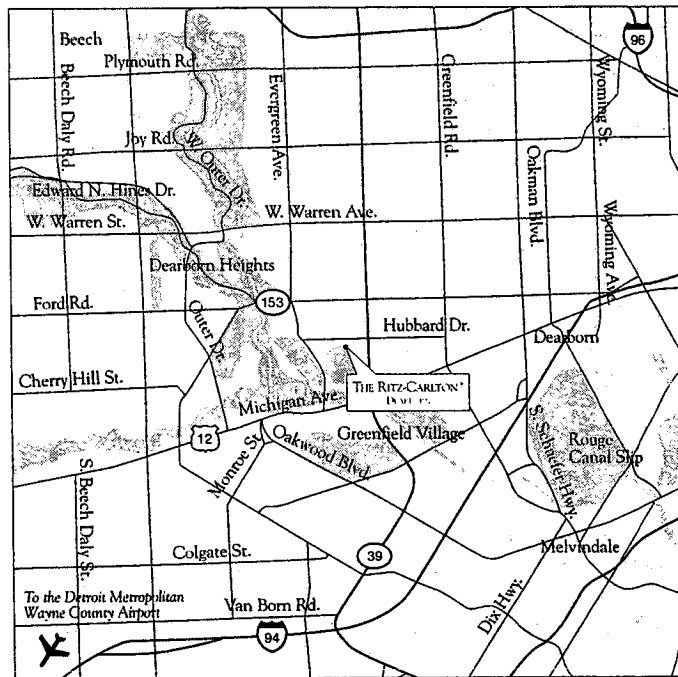
- Fairlane Town Center, with more than 220 specialty shops and 12 cinemas (adjacent to the hotel)
- Somerset Collection, featuring Neiman Marcus, Nordstrom, Saks Fifth Avenue, Marshall Field's and Tiffany & Co. (30 miles away)

Nearby attractions

- The Henry Ford, America's largest indoor/outdoor museum celebrating the spirit of invention (one and one-half miles away)
- Detroit Institute of Arts, with more than 100 galleries (15 miles away)
- Detroit and Windsor casinos (15 miles away)
- IMAX Theater (one and one-half miles away)
- Tours of the Henry Ford Estate, the Edsel and Eleanor Ford House and the Ford Rouge Factory (one and one-half miles away)
- Meadow Brook Hall, a 110-room Tudor revival-style mansion (40 miles away)

Weather

- Spring low 38°F/3°C; high 56°F/13°C
 - Summer low 60°F/16°C; high 83°F/28°C
 - Fall low 43°F/6°C; high 63°F/17°C
 - Winter low 20°F/-7°C; high 35°F/2°C
- (Based on a 30-year average of year-round temperatures.)



THE RITZ-CARLTON®
DEARBORN

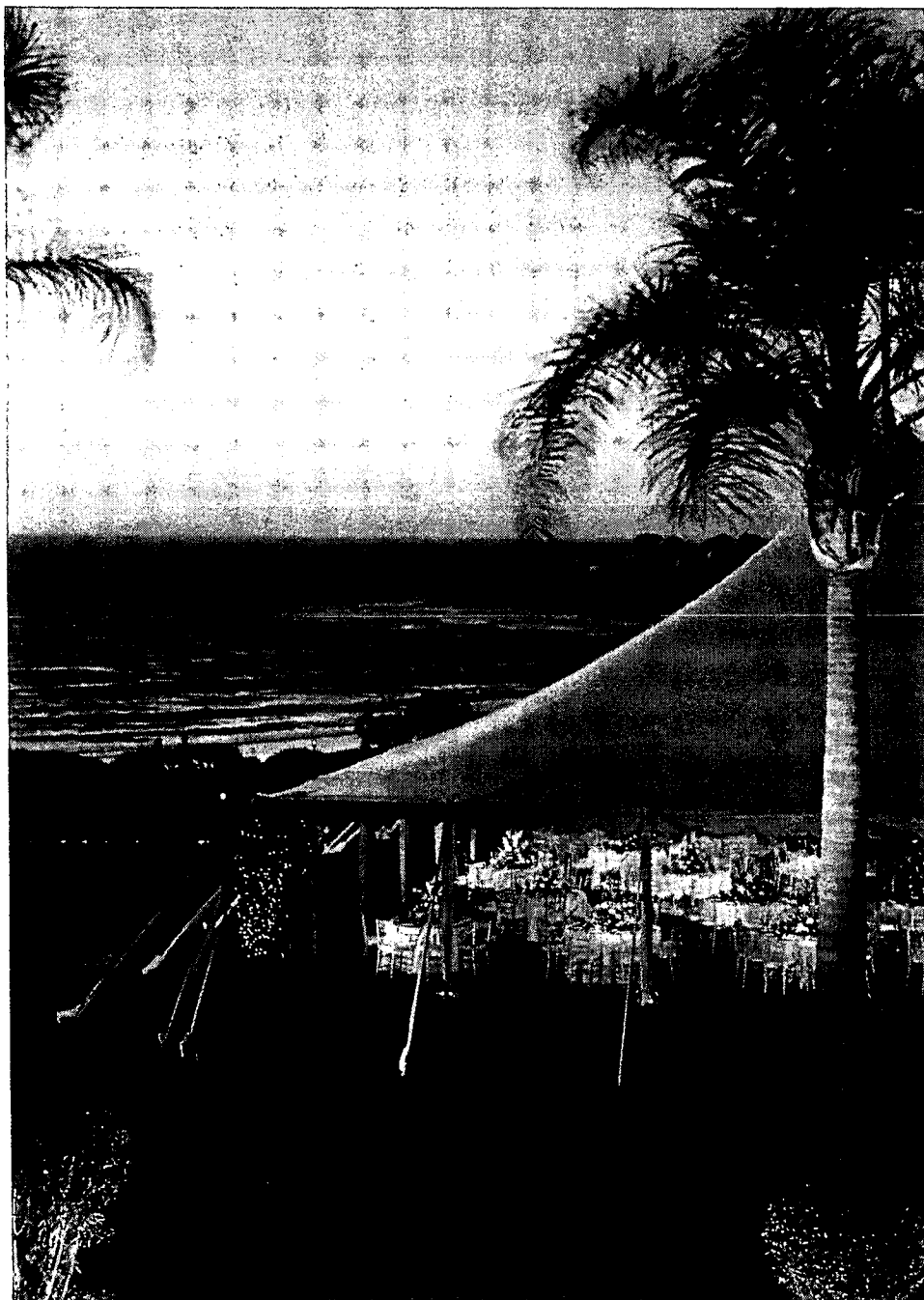
300 Town Center Drive
Dearborn, Michigan 48126

313-441-2000 Fax: 313-253-4418

For information and reservations, please call your travel professional
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www.ritzcarlton.com

RC 1672

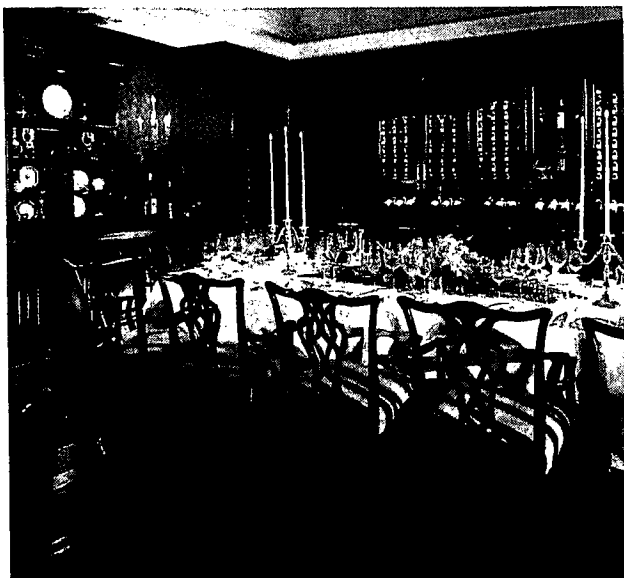
The Ritz-Carlton, Laguna Niguel
The distinctive elegance you deserve,
the exceptional service you expect.



THE RITZ-CARLTON®
LAGUNA NIGUEL

RC 1673

The Wine Room



*Event facilities that meet your every need
in magical surroundings
that indulge your every whim.*

The azure waves of the majestic Pacific Ocean rolling up to the foot of a 150-foot bluff provide an ambience that transforms every event held at The Ritz-Carlton, Laguna Niguel into an exquisite occasion. No matter the size of your event, here you'll find the ideal arrangements. Sixteen function rooms can accommodate gatherings ranging in size from seven to 700. A total of 16,300 square feet of conference and banquet space is enhanced by 18 acres of outdoor garden courtyards, pool terraces, oceanfront lawns and two miles of sandy beach. And the view from each guest room and suite affords a panorama of natural wonders.

RC 1674



Location. Set atop a 150-foot bluff overlooking the Pacific Ocean, approximately 1.5 hours from Los Angeles International Airport and San Diego Airport and 20 minutes from John Wayne Airport. Town car, van or motor coach service available.

Honors. Mobil Five-Star and AAA Five-Diamond Resort; one of Condé Nast Traveler's top-rated California resorts; "Pinnacle Award," Successful Meetings magazine; "Gold Key" Award, Meetings and Conventions magazine; Ten Best for Excellence in Meetings, Corporate Meetings & Incentives magazine.

Accommodations. 393 guest rooms including 31 suites, 27 Ritz-Carlton Club rooms and 11 Ritz-Carlton Club suites. The Ritz-Carlton Club is a private floor with special amenities including a private lounge, the personal service of a Club concierge and five complimentary food and beverage presentations throughout the day.

Guest room amenities. Twice-daily maid service, 24-hour room service, safe deposit box, dual-line telephone, dataport, fully stocked refreshment cabinet, marble bath, laundry service, plush terry robes, private patios or balconies with ocean or courtyard views.

Dining. The Terrace Restaurant for California cuisine any time of day; The Library for afternoon tea; The Lobby Lounge for cocktails, appetizers and expansive ocean vistas; The Dining Room for French-Mediterranean specialties (jackets required for gentlemen, dresses or dress pants for ladies); The Club Grill & Bar for a supper-club atmosphere with live entertainment and dancing (jackets optional for gentlemen, dresses or dress pants for ladies); The Ocean Terrace for relaxed outdoor dining overlooking the Pacific Ocean during the summer months.

Golf. The Links at Monarch Beach, 18 holes (adjacent to the resort); Pelican Hill Golf Club, 36 holes (15 minutes away); Tustin Ranch Golf Club, 18 holes (30 minutes away).

Tennis. Four courts at the resort and an on-staff professional.

Water sports. Surfing; deep-sea fishing; parasailing; jet-skiing; windsurfing; yachting; sailing; whale watching.

Amenities. Two miles of sandy beach; two heated outdoor pools; two outdoor whirlpools; complete Fitness Center featuring exercise equipment, massage, sauna and steam baths; barrier-free accessibility; 18

acres of gardens; The Art Gallery (tours available); beauty salon; babysitting; THE RITZ KIDS® program.

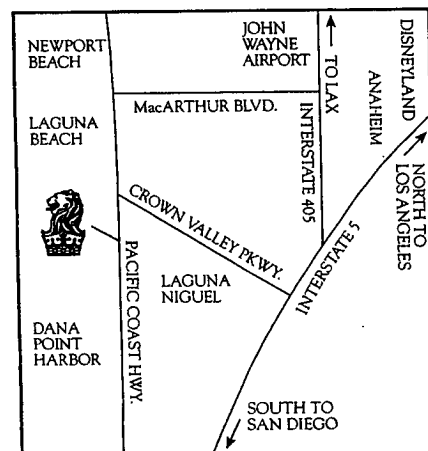
Business amenities. Executive business center; 16 function rooms with a total of 16,300 square feet, as well as six outdoor areas; in-house audio/video company; plant rental; exhibit space; communication services; satellite check-in.

Shopping. Laguna Beach (10 minutes away), featuring art galleries, antiques and boutiques; Fashion Island in Newport Beach (20 minutes away), featuring luxury department stores, restaurants and movies; South Coast Plaza (20 minutes away), renowned as the premier shopping center in the country, with more than 300 stores.

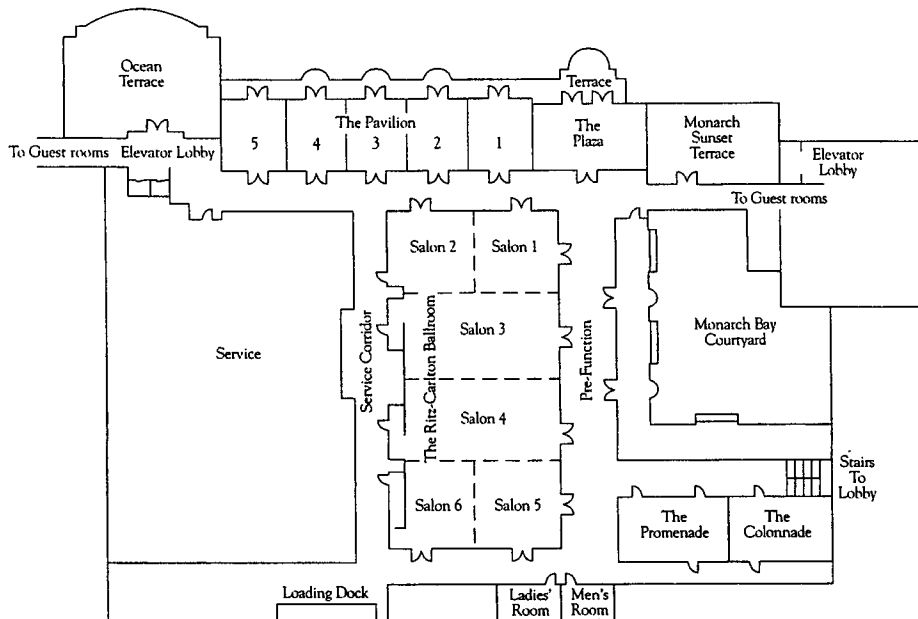
Nearby destinations. Mission San Juan Capistrano (five minutes away); Laguna Beach artists' colony (10 minutes away); Santa Catalina Island (26 minutes by boat); Disneyland (40 minutes away); Knott's Berry Farm (40 minutes away); Sea World (75 minutes away); San Diego Zoo (75 minutes away).

Destination Services. The Ritz-Carlton, Laguna Niguel offers complete Destination Services including: transportation, theme parties, off-property events, off-site catering, floral presentations and leisure activities.

Weather. Spring low 52; high 71. Summer low 63; high 81. Fall low 57; high 77. Winter low 46; high 67.



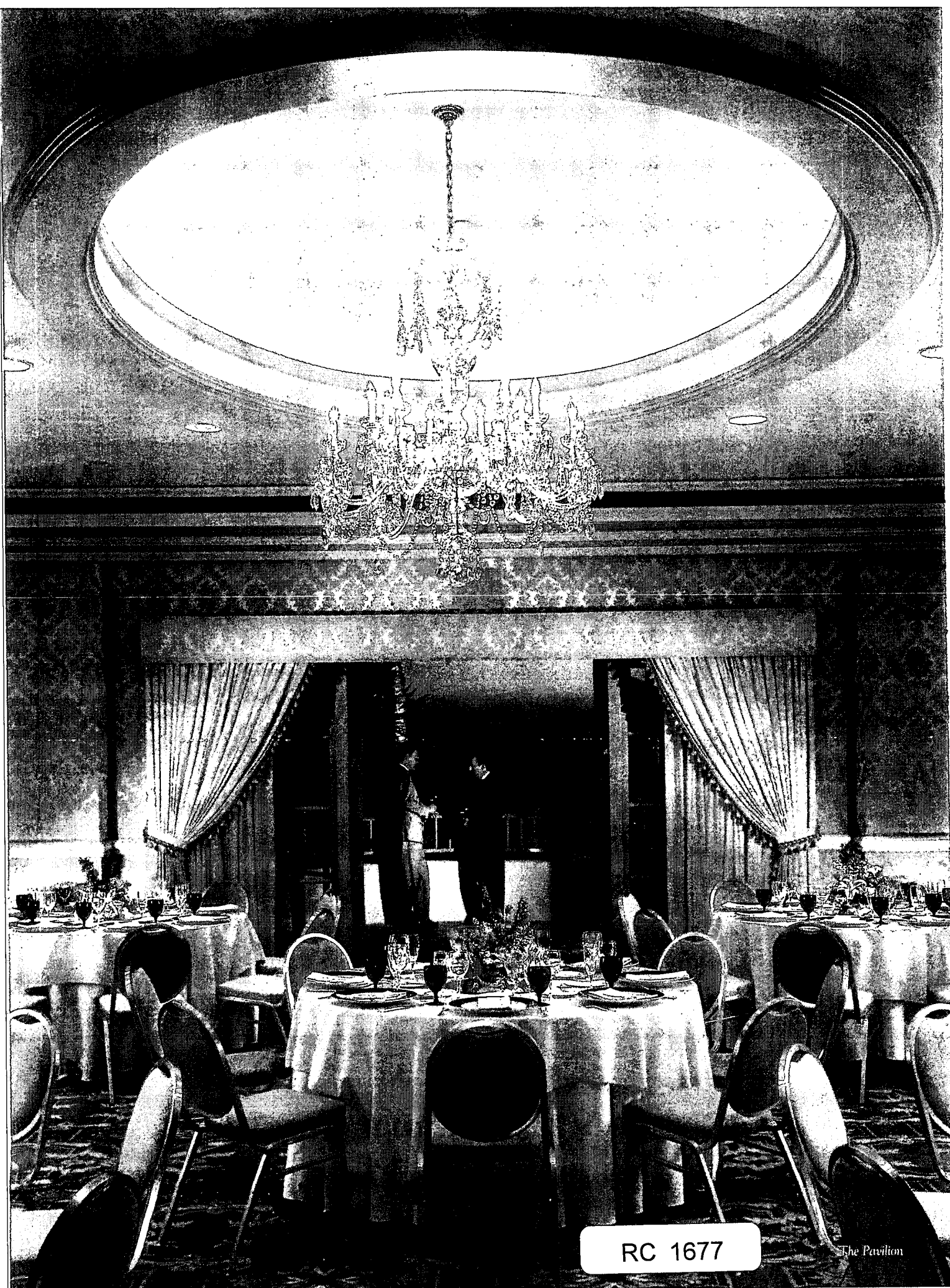
*Fulfilling every desire to assure
you the most memorable of stays.*



The Plaza

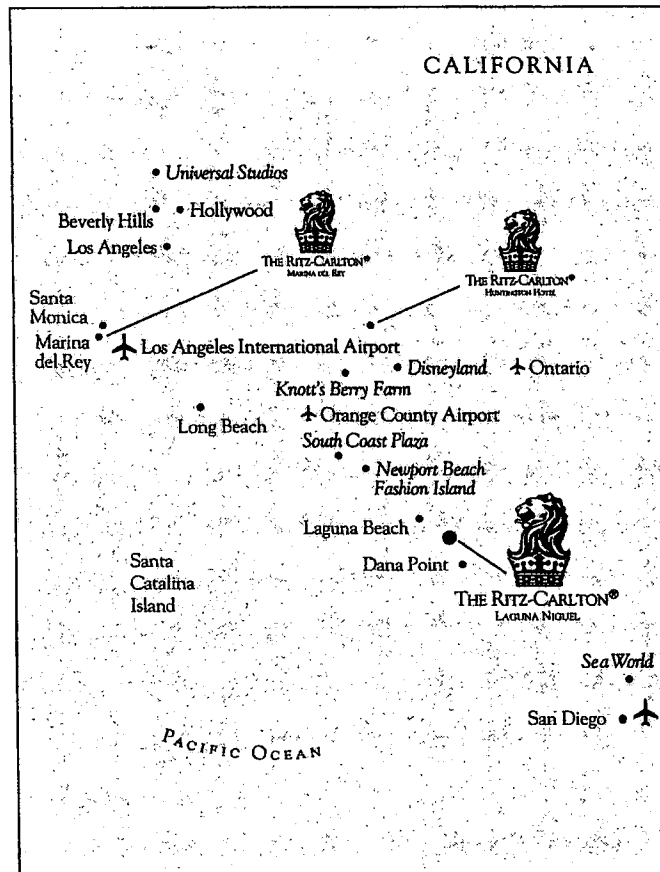
INDOOR FUNCTION ROOMS	SQUARE FEET	DIMENSIONS in feet	SQUARE METERS	DIMENSIONS in meters	BANQUET	RECEPTION	THEATRE	CONFER- ENCE	CLASS- ROOM
The Ritz-Carlton Ballroom	9,207	140×66×13.5	856	43×20×4	700	900	800	—	500
Salon 1, Salon 5	1,225	35×35×13.5	114	11×11×4	70	125	100	35	60
Salon 2, Salon 6	1,173	34×35×13.5	109	10×11×4	60	100	90	36	60
Salon 3, Salon 4	2,328	35×67×13.5	217	11×20×4	160	200	180	60	120
The Pavilion	3,900	130×30×10	363	40×9×3	250	350	300	—	200
1, 2, 3, 4, or 5	780	26×30×10	73	8×9×3	50	70	40	30	30
The Promenade	1,242	46×27×10	116	14×8×3	70	100	100	40	60
The Colonnade	644	23×28×10	60	7×9×3	30	40	40	20	20
The Plaza	1,316	47×28×10	122	14×9×3	70	70	100	40	60
Grand Salon	1,015	29×35×10	94.3	8.8×10.6	50	50	50	25	40

OUTDOOR FUNCTION SPACE	SQUARE FEET	SIZE	BANQUET SEATING	RECEPTION	THEATRE	CONFER- ENCE	CLASS- ROOM	CEILING HEIGHT
Monarch Lawn Pavilion	4,800	60×80	350	500	—	—	—	30 ft.
Monarch Bay Courtyard	—	—	140	200	—	—	—	—
Monarch Bay Sunset Terrace	—	—	60	75	—	—	—	—
Monarch Pool Terrace	—	—	140	200	—	—	—	—
Ocean Terrace	—	—	70	125	—	—	—	—
Gazebo Lawn	—	—	160	500	—	—	—	—
Dana Lawn	—	—	300	600	—	—	—	—
Dana Pool Terrace	—	—	700	900	—	—	—	—



RC 1677

The Pavilion



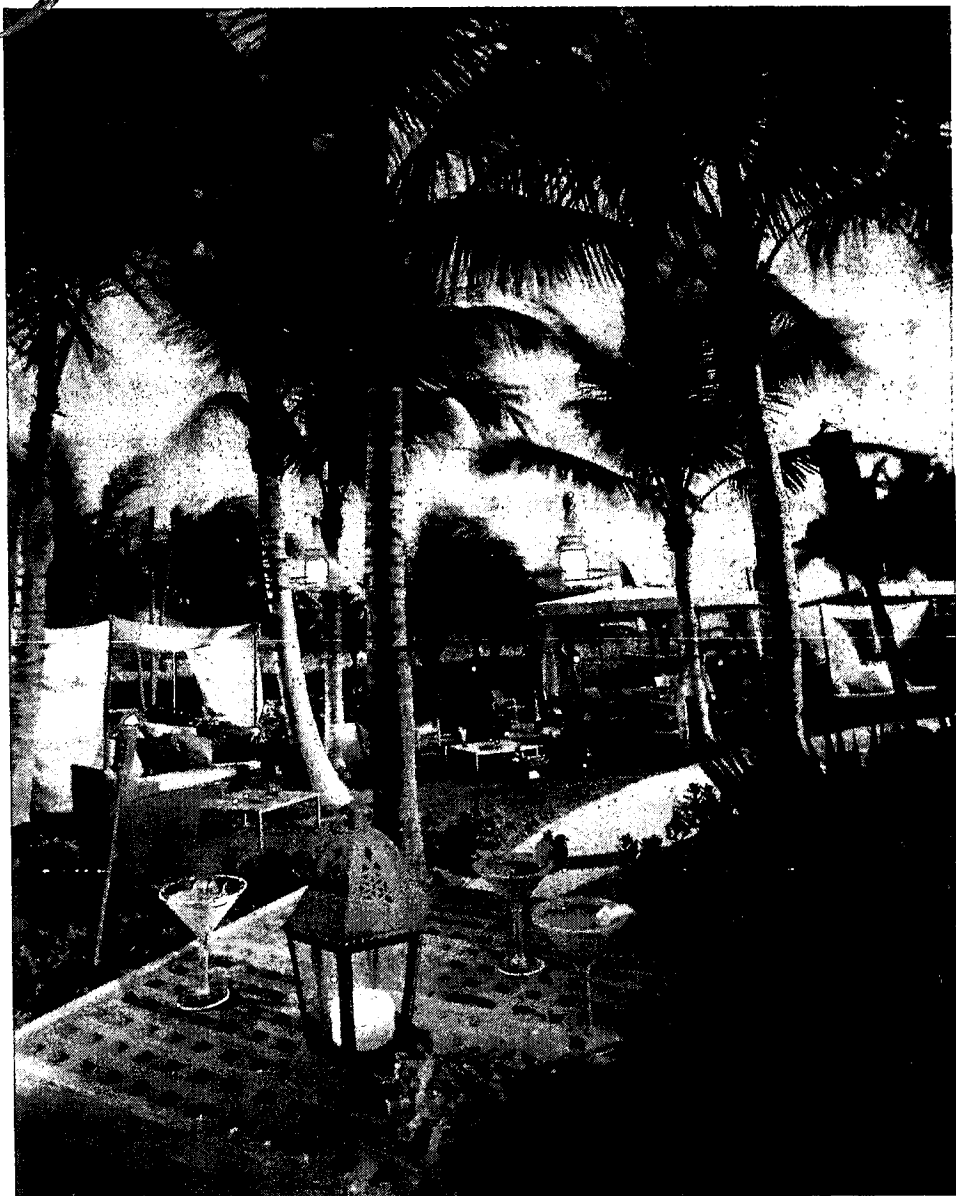
THE RITZ-CARLTON®
LAGUNA NIGUEL

One Ritz-Carlton Drive, Dana Point, California 92629
714-240-2000; Guest Fax 714-240-1061; Sales Fax 714-240-0829

Call your travel professional or The Ritz-Carlton toll free
800-241-3333. GDS Access Code: RZ

RC 1678

The Ritz-Carlton, South Beach



Where meetings and events make stylish impressions



RC 1697

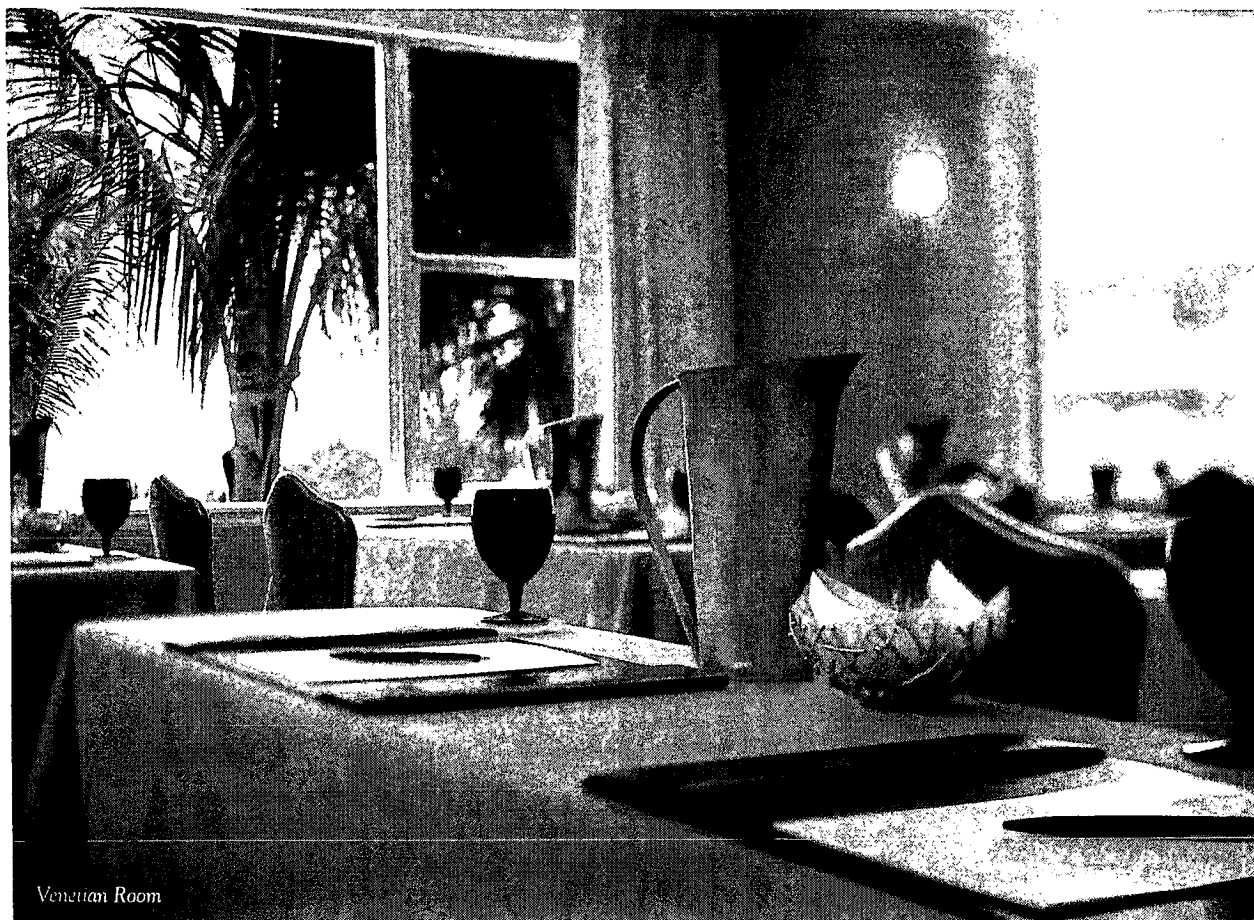
The energy of South Beach



Located in the heart of Miami's multicultural metropolis, South Beach is a dazzling montage of sidewalk cafés, art galleries, eclectic boutiques, designer shops and star-studded clubs and restaurants. Home of the largest concentration of art deco buildings in the world, South Beach's pastel palette is a vibrant backdrop for an array of activities including walking tours, shopping, museum and theater-going, and golf. An immaculate strand of white sand washed by the waters of the Atlantic is a haven for water sports such as snorkeling, parasailing, kayaking and surfing. As the day slips into evening, South Beach sizzles with excitement as street musicians line the sidewalks, live music spills from local nightspots and throngs of friendly crowds gather to see and be seen.



RC 1699



Venetian Room

A treasure among treasures

Enhanced by Art Moderne décor, a multi-million dollar art collection and meeting rooms with windows overlooking lively South Beach, The Ritz-Carlton, South Beach creates ideal oceanfront settings for meetings and events of any size. More than 20,000 square feet of imaginative indoor and outdoor function space add vitality and style to executive conferences, glamorous weddings and beachfront soirees.

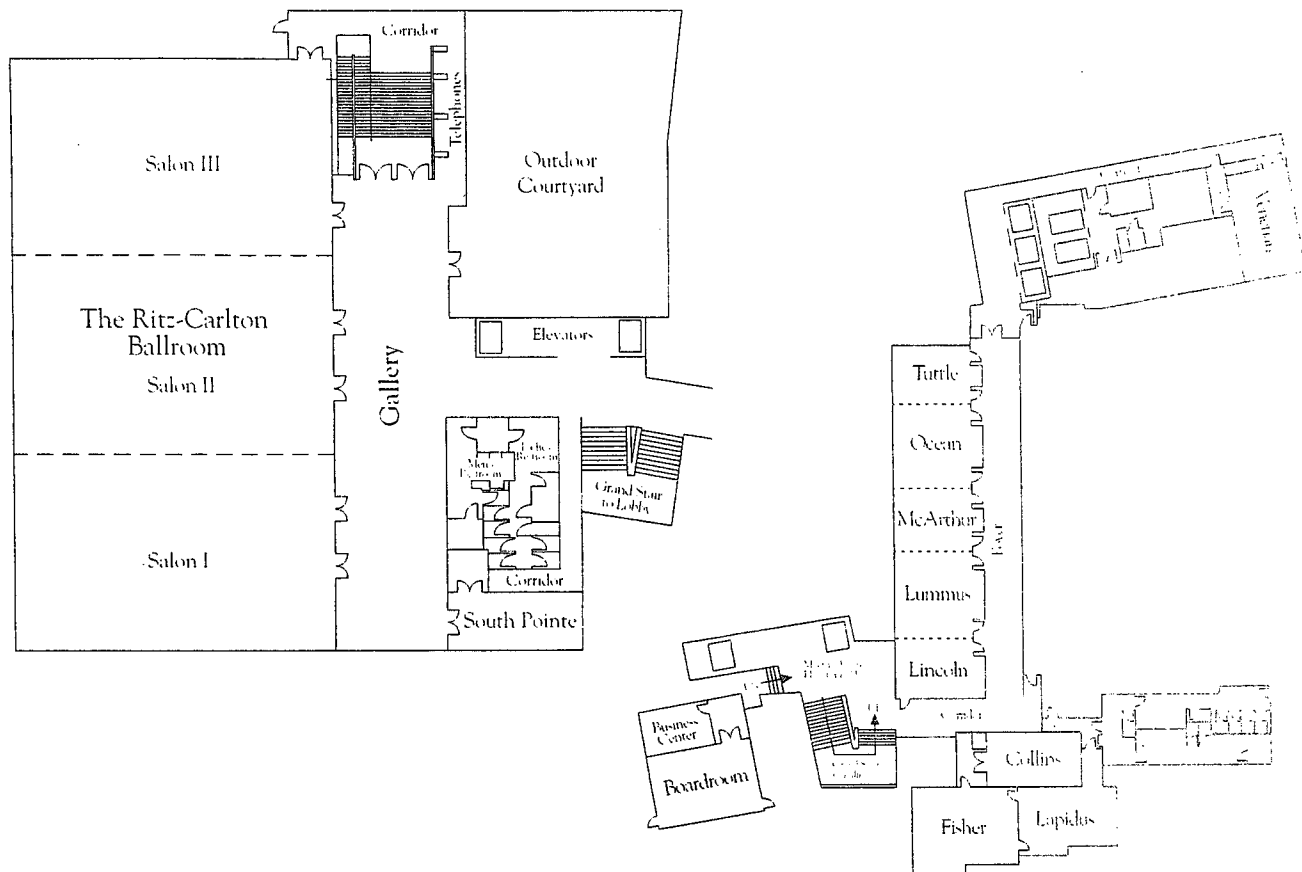
A 10,212-square-foot Ballroom and 10 meeting rooms capture the elegance and whimsy of the resort's historic past. The DiLido Beach Club, the area's only beachfront restaurant, and the Starr Bar are choice locales for bridal showers, cocktail receptions and other more intimate gatherings. Luxurious cabanas provide unique environments for outdoor meetings. To ensure every group request and preference is met, a meeting and conference team, a catering team and a talented technical crew are on hand.

Indulging guests and attendees at the end of a busy day is The Ritz-Carlton Spa® featuring La Maison de Beauté Carita. This 16,000-square-foot haven of tranquility offers 14 treatment rooms, inviting relaxation lounges, a Fitness Center and a beauty salon.



RC 1701

- Meeting Space -



FUNCTION SPACE	Square Feet	Square Meters	Dimensions Feet	Dimensions Meters	Ceiling Height Feet	Ceiling Height Meters	Reception	Banquet Rounds of 10	Theater Seating	Conference Seating	Classroom Seating	U-shaped Seating	Hollow Square
MEZZANINE LEVEL													
The Ritz-Carlton Ballroom	10,212	949	74x138	23x41	19.6	5.9	1,075	840	1,000	-	600	-	-
Salon I	3,552	330	48x74	15x23	19.6	5.9	372	280	360	48	198	60	72
Salon II	3,404	316	46x74	14x23	19.6	5.9	358	280	360	48	198	60	72
Salon III	3,256	302	44x74	13x23	19.6	5.9	342	280	360	48	198	60	72
Courtyard	3,312	308	46x72	14x22	-	-	350	220	-	-	-	-	-
South Pointe	465	43	31x15	9x5	8.4	2.5	47	30	42	20	30	22	24
THIRD LEVEL													
Boardroom	609	56.5	21x29	6x9	8.4	2.5	-	-	-	14	-	-	-
Tuttle	315	29	15x21	5x6	8.4	2.5	33	20	21	14	18	15	18
McArthur	357	22	17x21	5x6	8.4	2.5	37	20	21	14	18	15	18
Lincoln	357	33	17x21	5x6	8.4	2.5	37	20	21	14	18	15	18
Collins	390	36	26x15	8x5	8.4	2.5	42	20	28	14	18	15	18
Lapidus	459	43	17x27	5x8	8.4	2.5	47	30	40	20	24	22	20
Ocean	483	45	23x21	7x6	8.4	2.5	50	40	48	20	24	21	24
Lummus	504	47	24x21	7x6	8.4	2.5	53	40	48	20	24	21	24
Venetian	510	47	17x30	6x9	8.4	2.5	54	30	42	20	30	22	24
Fisher	540	50	20x27	6x8	8.4	2.5	-	40	48	20	30	22	24



Location

- Oceanfront Lincoln Road at Collins Avenue in the heart of the Art Deco district
- 11 miles from Miami International Airport

Accommodations

- 376 guest rooms including 72 poolside lanai rooms, 40 suites, 67 Ritz-Carlton Club Level rooms and suites, and one Ritz-Carlton Suite

The Ritz-Carlton Club® Level is a special floor with distinctive amenities including a separate lounge, five complimentary food and beverage presentations throughout the day and evening, and a dedicated concierge staff.

Guest room amenities

- Secluded balconies offering ocean, pool and city views in many rooms
- Twice-daily housekeeping attention with evening turndown service
- 24-hour in-room dining
- Fully stocked refreshment cabinet
- Featherbeds and feather duvets
- Goosedown and non-allergenic foam pillows
- Marble bath
- European bath essentials
- Lighted makeup mirror, hair dryer and scale
- Plush terry or lightweight robes and slippers
- High-speed Internet access
- Computer and fax hook-ups
- Multiline telephones with hold buttons
- In-room safe

Meeting and event amenities

- 20,000 square feet/1,858 square meters of meeting and banquet facilities
- 10,212-square-foot/949-square-meter Ritz-Carlton Ballroom, divisible into three salons
- 10 meeting rooms
- Executive boardroom for up to 14 guests
- Extensive outdoor function space
- Business Center
- Audio-visual equipment
- High-speed Internet access
- Entertainment

Dining

- Americana, for classic cuisine with New Age flair
- The Private Dining Room, for customized menus and intimate surroundings
- The Lapidus Lounge, a gathering place for evening cocktails and music
- One LR, serving cocktails, traditional teas, exotic coffees and vintage drinks
- DiLido Beach Club, the only oceanfront restaurant on South Beach, serving Sun Cuisine inspired by the Southern Mediterranean rim and North African coast

Resort amenities

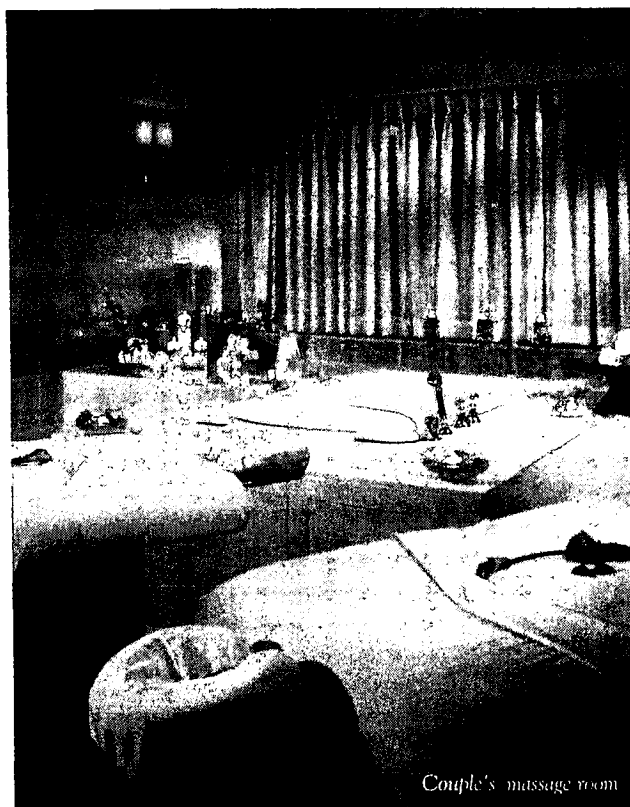
- The Ritz-Carlton Spa, South Beach featuring La Maison de Beauté Carita, a 16,000-square-foot facility with a Fitness Center and a full-service salon
- Broad stretch of sandy beach with chairs, umbrellas and cabanas
- Tanning Butlers
- Outdoor heated oceanfront pool
- Whirlpool
- Water sports including windsurfing, wave runners, snorkeling, sailing, parasailing and boating
- Specialty shops
- Executive business services
- Overnight laundry service
- Ritz Kids® activity program
- Babysitting services
- Barrier-free access

Recreation

- Golf at Miami Beach Golf Club, an 18-hole championship course (two miles away) and Crandon Golf Course, a host of the Senior PGA Tour (14 miles away)
- Tennis at Flamingo Park (one mile away)

Nearby attractions

- South Beach Art Deco District, a one-square-mile area with 800 significant buildings (within walking distance)
- American Airlines Arena, home to the Miami Heat and major concert events (six miles away)
- Parrot Jungle Island, featuring more than 1,100 tropical birds and 2,000 varieties of plants and flowers (seven miles away)
- Villa Vizcaya, an historic, bayfront Italian mansion built in the early 1900s, with 10 acres of sculpted gardens (10 miles away)



Shopping

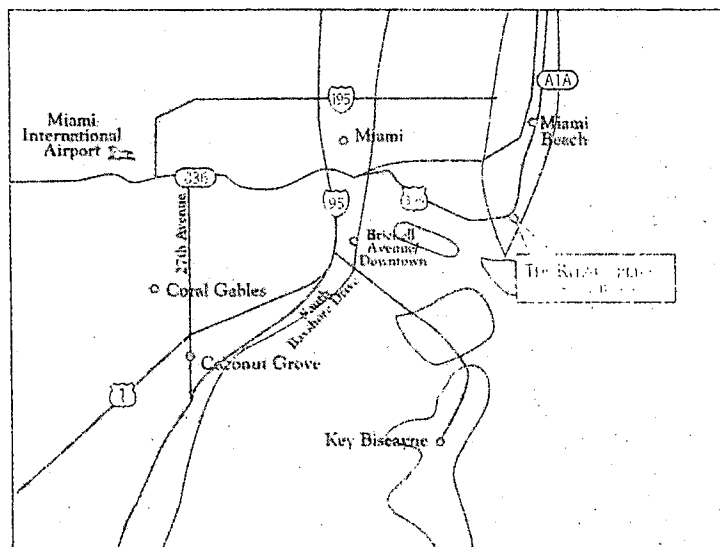
- Lincoln Road, a 10-block pedestrian promenade featuring more than 120 shops and restaurants (adjacent to the resort)
- The Shops at Bal Harbour, with more than 100 upscale shops and department stores (seven miles away)
- Village of Merrick Park, offering fine shops, boutiques and restaurants (13 miles away)
- CocoWalk, a collection of shops, restaurants and movies in an outdoor Mediterranean setting (12 miles away)

Weather

- Spring (March, April, May): High 86°F/30°C; low 61°F/16°C
- Summer (June, July, August): High 90°F/32°C; low 73°F/23°C
- Fall (September, October, November): High 89°F/32°C; low 64°F/18°C
- Winter (December, January, February): High 80°F/27°C; low 56°F/13°C



RC 1705



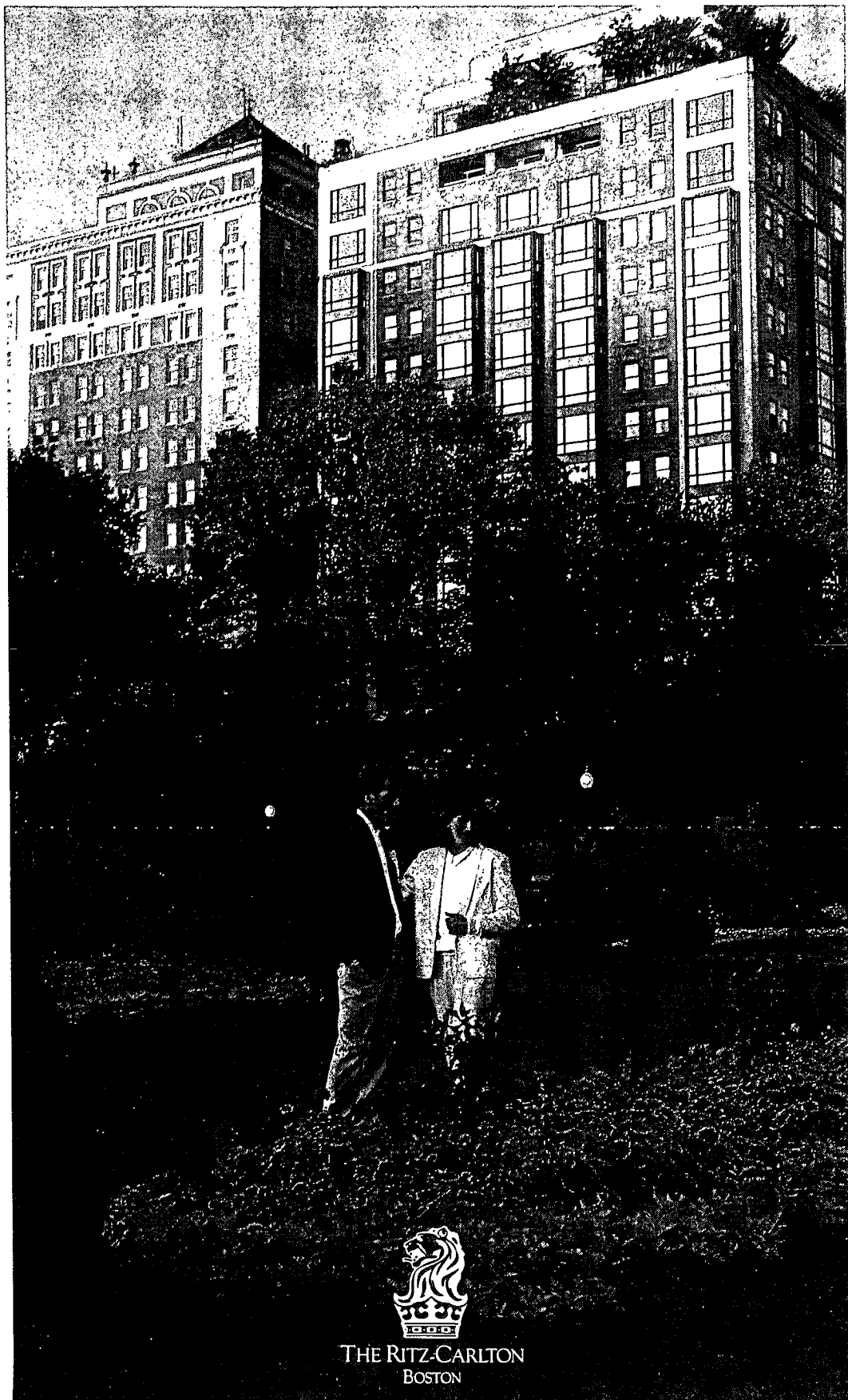
THE RITZ-CARLTON
A Luxury Collection Hotel

One Lincoln Road
Miami Beach, Florida 33139

786-276-4000 Fax: 786-276-4100

RC 1706

For reservations, please call your travel professional or The Ritz-Carlton at 800-241-3333.
www.ritzcarlton.com



RC 2107

O L D W O R L D E L E G A N C E

For over half a century, The Ritz-Carlton has hosted Boston's most distinctive gatherings. Our beautiful Back Bay setting overlooks the Public Garden—a tranquil retreat in the heart of the city. Just a short drive from Logan International Airport and a short walk to the business district and exclusive shopping and entertainment on Newbury Street.

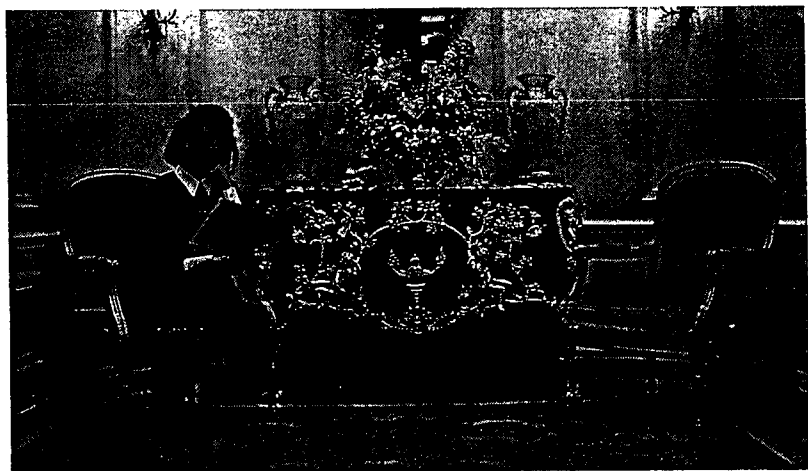
Fine art, crystal chandeliers and French Provincial furnishings grace 278 spacious guest rooms and suites. The views from our rooms are striking: the Public Garden, Beacon Hill and Charles River. And our exclusive Club level offers the ultimate privacy, complete with a lounge, a butler and complimentary food and beverages.

Visitors from all over the world have delighted in Ritz-Carlton dining—and impeccable service. You'll enjoy afternoon tea and harp music in The Lounge. The Dining Room serves the finest

continental cuisine and vintage wines. And The Ritz Bar extends a warm invitation to relax by the fire. Afterwards, perhaps a massage or brisk workout in The Health Club or a leisurely stroll through the Public Garden.

For those more serious moments, our conference facilities at The Ritz-Carlton, Boston are second to

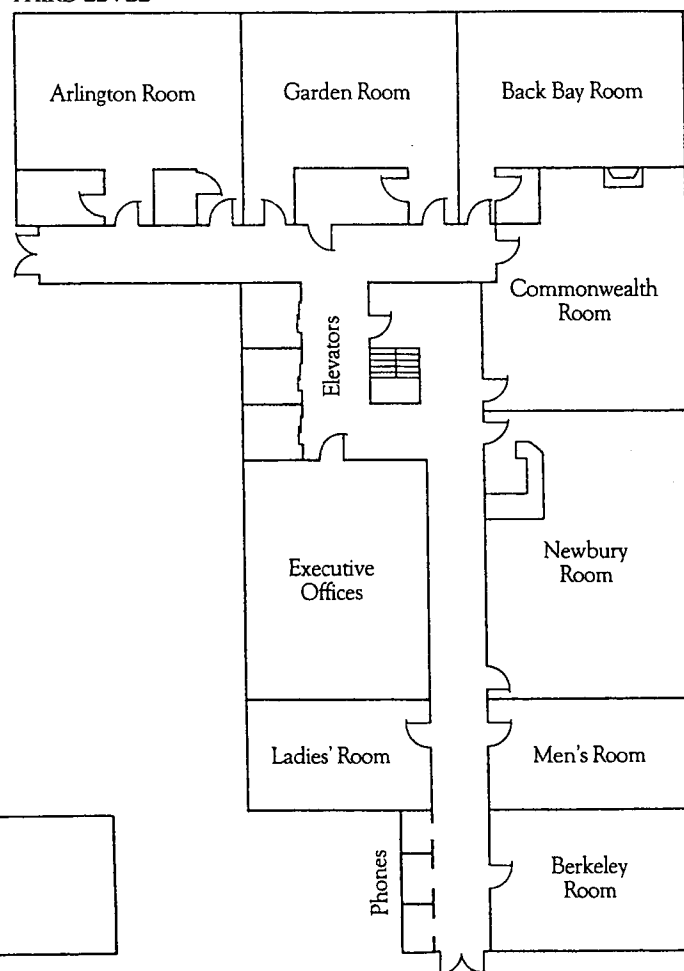
none. The Boardroom boasts rich mahogany paneling and 18th and 19th century oil paintings—the perfect spot for an important business meeting or catered dinner. The Ritz and Carlton Rooms overlook Back Bay, and serve smaller receptions and dinners in style. And our grand, two-story-high Ballroom is the ideal place for dancing and dining.



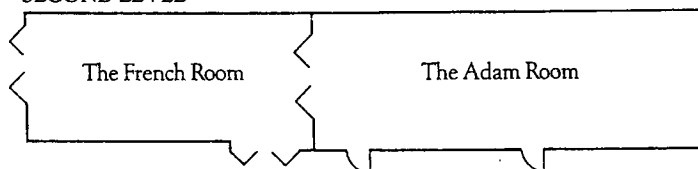
A C A T E R E D A F F A I R

At The Ritz-Carlton, Boston over 500 individuals—including conference concierges, multilinguists and catering specialists—are dedicated to impeccable personal service. And that's just one of the reasons we've been Boston's premiere meeting hotel for over six decades. We welcome you to The Ritz-Carlton. Your meeting here will always be an occasion.

THIRD LEVEL

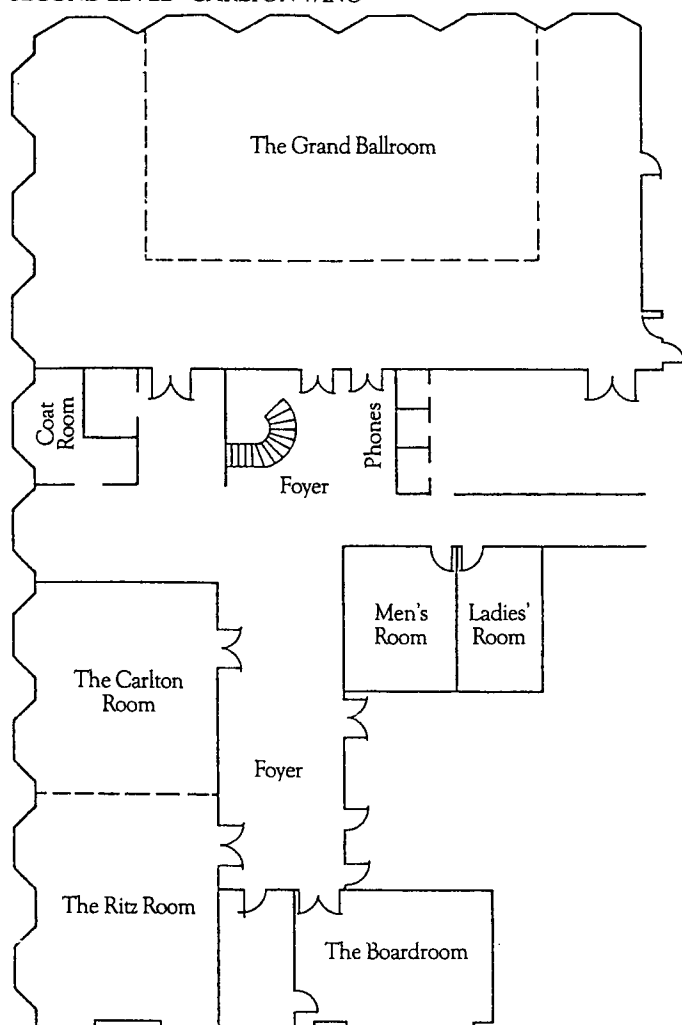


SECOND LEVEL

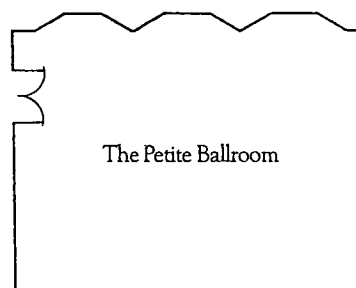


THIRD LEVEL	SQUARE FEET	DIMENSIONS	BANQUET	RECEPTION	BANQUET AND RECEPTION	CONFERENCE	THEATRE	CLASS-ROOM	U-SHAPE
Arlington Room	532	19'x28'x10'	40	60	30	20	60	30	20
Garden Room	532	19'x28'x10'	18	60	18	18	—	—	—
Back Bay Room	551	19'x29'x10'	40	60	30	20	60	30	20
Commonwealth Room	510	17'x30'x10'	40	60	30	20	60	30	20
Newbury Room	840	24'x35'x10'	60	90	50	30	80	40	30
Berkeley Room	483	21'x23'x 8'	30	50	20	20	40	20	20
SECOND LEVEL									
The French Room	646	17'x38'x13'	40	70	30	20	60	30	20
The Adam Room	884	17'x52'x12'6"	80	100	50	40	100	60	25
The French and Adam Room	1,530	17'x90'	120	170	80	—	—	—	—

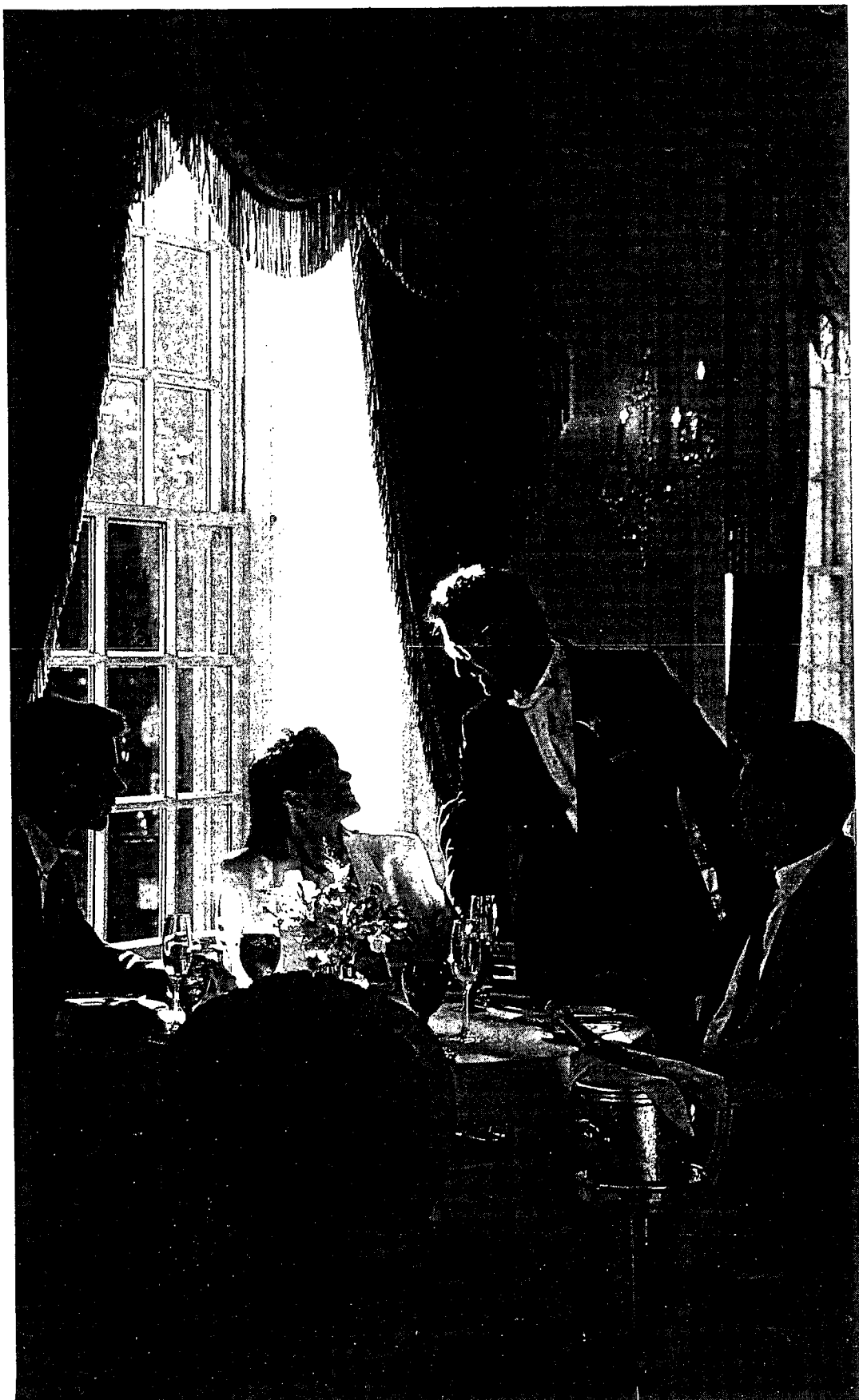
SECOND LEVEL—CARLTON WING



LOBBY LEVEL



LOBBY LEVEL	SQUARE FEET	DIMENSIONS	BANQUET	RECEPTION	BANQUET AND RECEPTION	CONFER- ENCE	THEATRE	CLASS- ROOM	U- SHAPE
The Petite Ballroom	1,178	38'x31'x 9'	100	200	100	40	120	90	40
SECOND LEVEL—CARLTON WING									
The Boardroom	456	24'x19'x10'5"	14	—	14	14	—	—	—
The Ritz Room	692	24'x33'x11'6"	50	80	40	26	90	50	30
The Carlton Room	624	24'x26'x11'6"	50	70	30	20	70	40	20
The Ritz and Carlton Rooms	1,416	24'x59'x11'6"	100	200	70	50	170	100	50
The Grand Ballroom	3,825	45'x85'x21'	300	500	225	80	350	175	80
The Balcony	1,185	14'x30'x9'x 85'x7'6"	—	—	—	—	—	—	—



RC 2111

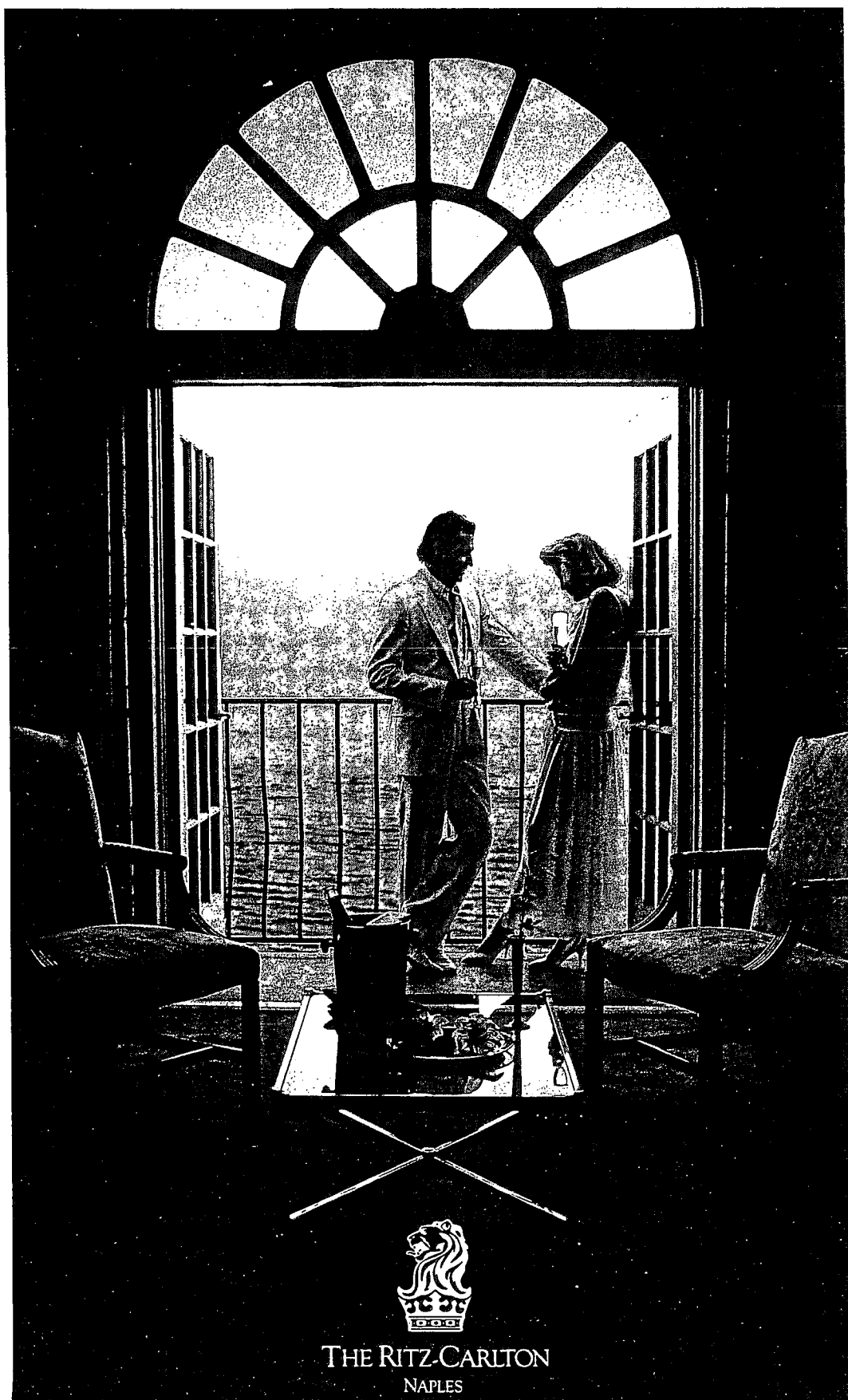


THE RITZ-CARLTON
BOSTON

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one of "The Leading Hotels of the World"

RC 2112



THE RITZ-CARLTON
NAPLES

RC 2113

M E E T O N T H E B E A C H

The palms announce a light breeze off the Gulf. Which is right outside your window. The temperature is perfect; it's sunny. As usual. Your room is as inviting and comfortable as the weather. And the service: incomparable.

Welcome to The Ritz-Carlton, Naples — Florida's loveliest resort hotel. And premier conference and meeting facility.

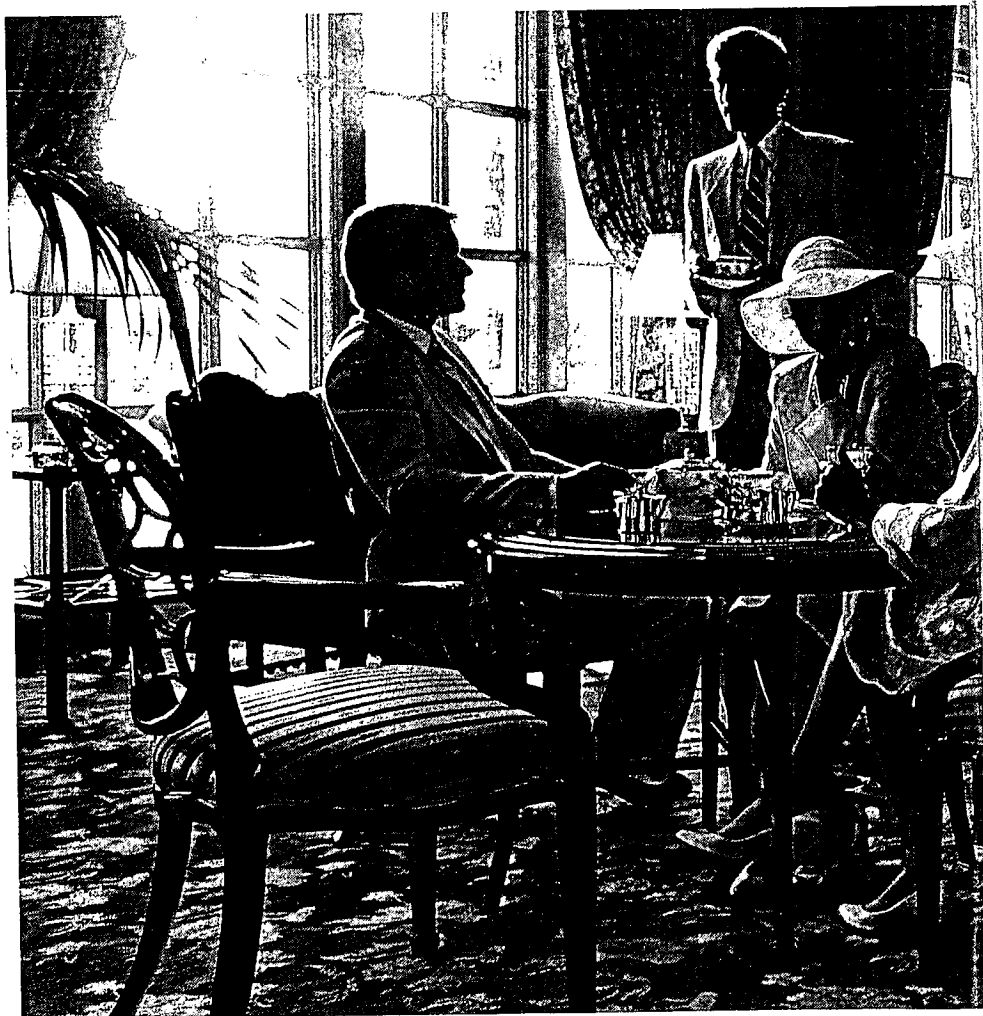
Our location on the Gulf of Mexico, the famous "Platinum Coast," is ideal. We're pleasantly removed from the everyday — yet so convenient. You can fly in from any major city in the U.S.

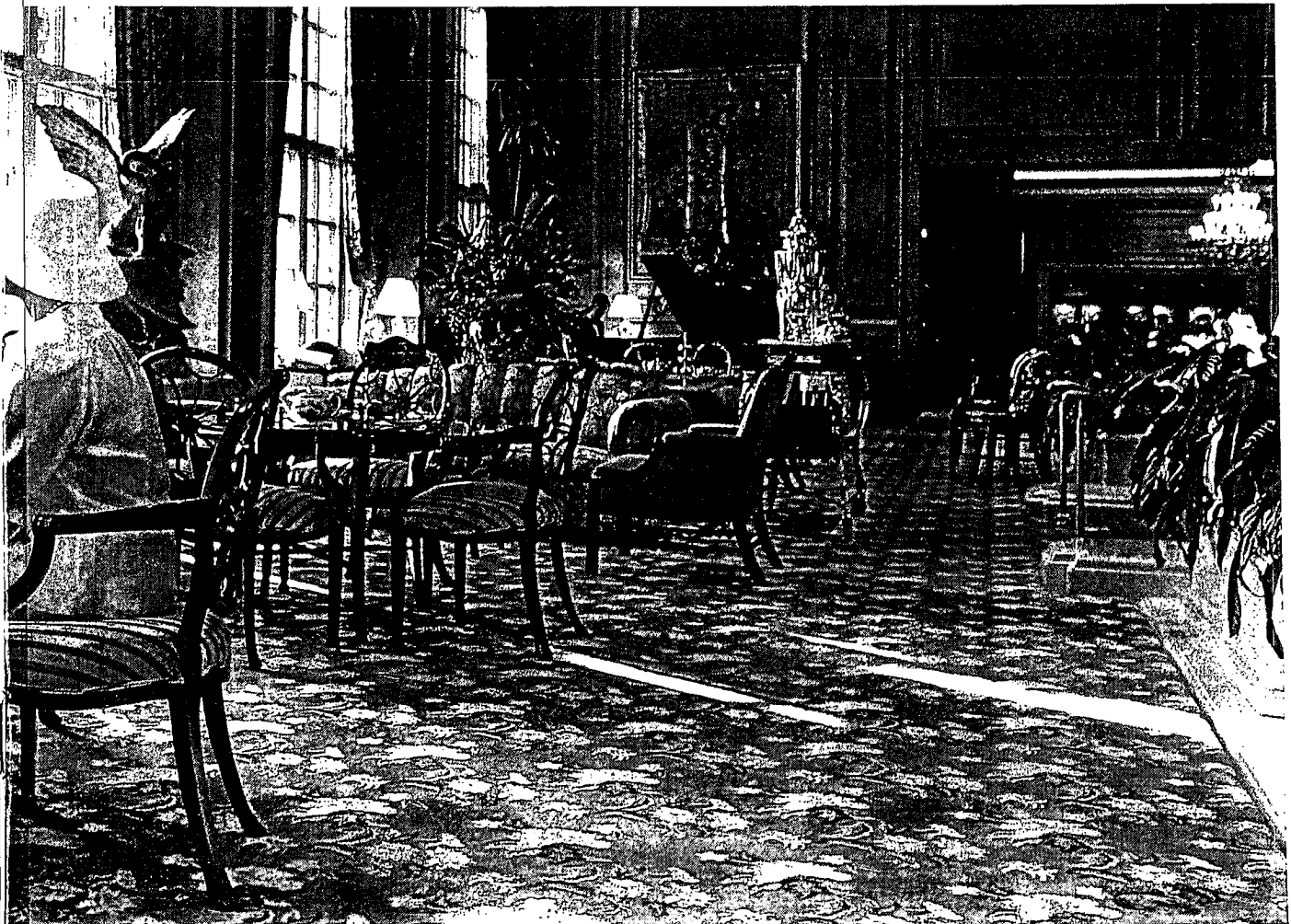
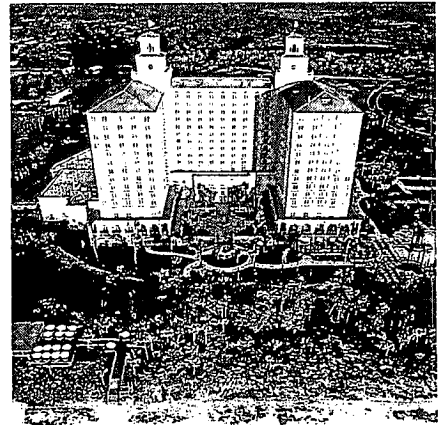
Our surroundings are resort surroundings: three uninterrupted miles on bright, white beach to jog — or just stretch out on. Our Mediterranean architecture is accented by flowered courtyards and verandahs overlooking a lush mangrove hammock. And a formal English rose garden.

The hotel interior is just as

splendid. Art and antiques everywhere, a marble fireplace, fresh flower arrangements. And in the guest rooms — marble baths, armoires containing honor bars and color television, terry robes, French doors opening to the Gulf.

And then there is the service. Uncompromising, personal. As warm and welcome as the breeze.





RC 2115

A L L T H I N G S T A S T E F U L

Dining at The Ritz-Carlton, Naples is an occasion. Always. It may also be a culinary surprise. A six-course celebration. A delectable cookout on the beach. A poolside snack. Something special for all the senses. A wonderfully relaxing, rewarding way for two or 800 people to mix business with pleasure. In grand style.

Here's a taste of a few of the things you can expect:

The Dining Room is formal, yet extraordinarily comfortable. Twenty-foot windows afford a spectacular view of our tropical gardens. You'll enjoy lovely English china and crystal, original 18th and 19th century oil paintings, grand piano. And incomparable food artfully presented.

An 18th century French mantelpiece, antique oils and bronzes give our smaller, more intimate Grill the ambience of an exclusive English club. The bill of fare includes grilled chops, steaks, seafood.

And a superb selection of wines by the glass or bottle.

The Cafe is our indoor-outdoor bistro — with palm trees as your neighbors. It's casual, tropical. The menus include fresh seafoods, chef and pasta salads, an interesting selection of fine Italian dishes. And our special fitness cuisine. This is where you may also enjoy an immodest ice cream sundae at our marble soda counter.

Now take the boardwalk

through the mangroves — or come in from the beach — and you'll find The Beach Pavilion. Cool, relaxed. Just the place for a burger, fried fish, a salad. Or join us at The Pool Bar, order a pizza and frozen daiquiri. And dive in.

Then, of course, there's afternoon tea at The Ritz-Carlton. A tradition honored daily in the lobby — with a delightful selection of scones, biscuits, special breads.

And piano music. Bon appétit!





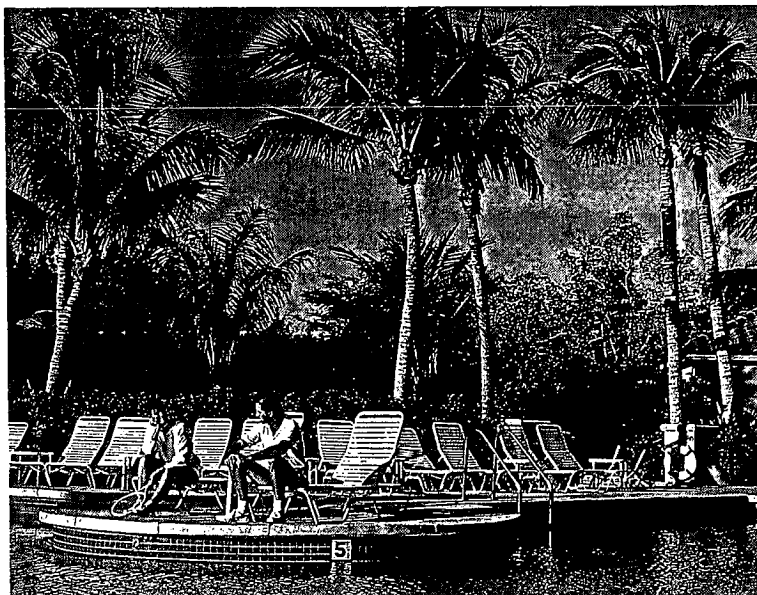
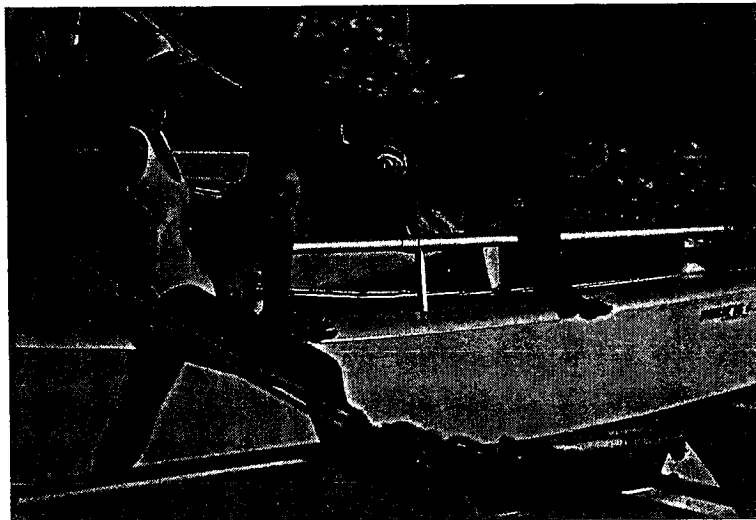
RC 2117

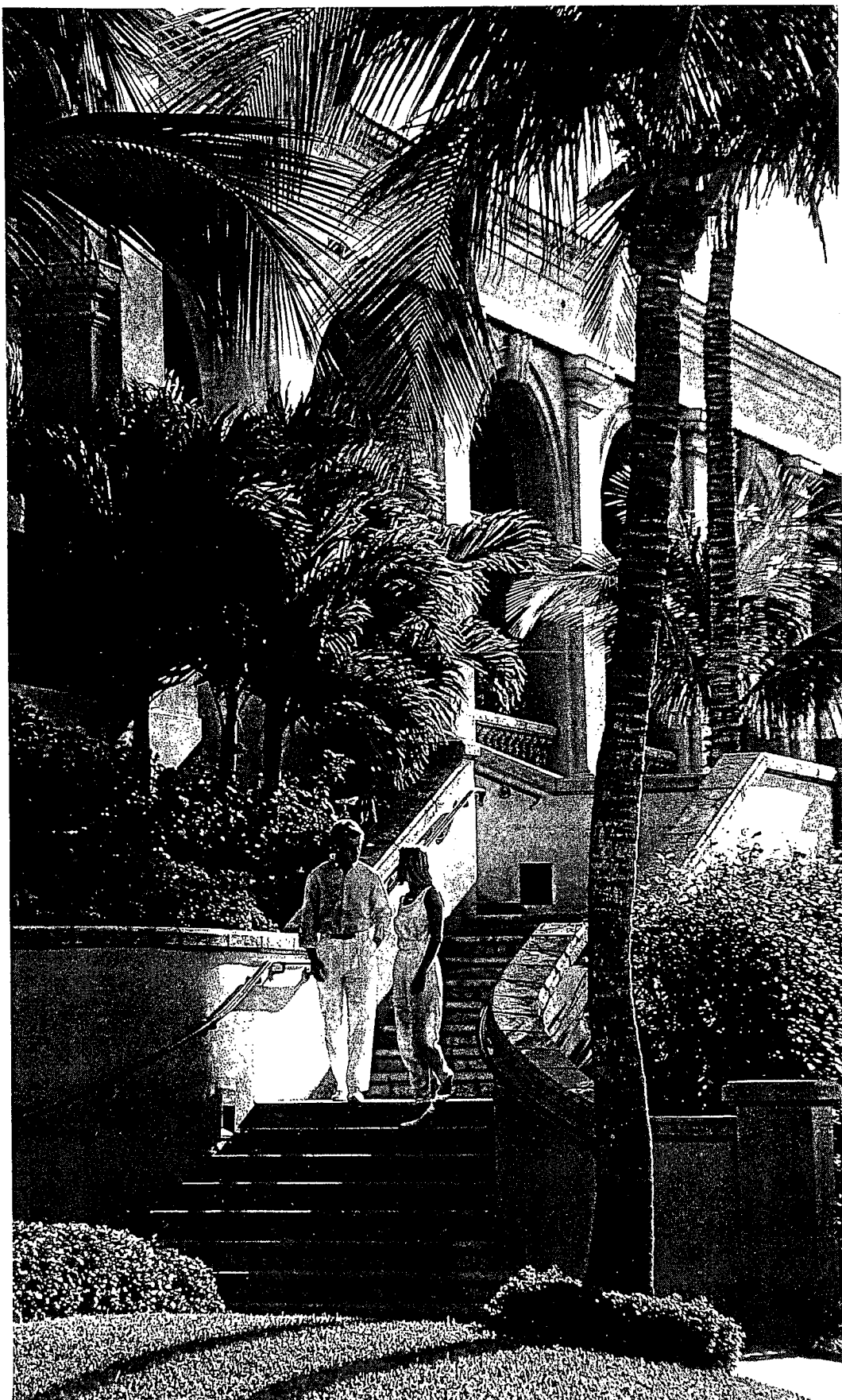
O U R P L E A S U R E

Since all work and no play is out of the question, you've come to the right place: we're a resort as well as a marvelous spot for a meeting. So you'll have all kinds of entertaining things to do.

On our beautiful three-mile beach, you can jog, play volleyball. Or take the plunge and go windsurfing, sail a catamaran or charter a boat for a little offshore fishing. Our beach attendants will handle everything from providing towels and refreshments to helping you push your sailboat into the surf.

Our lovely pool sports an outdoor Jacuzzi. We have lighted tennis courts. With a pro on hand to give you a hand. And after the match, you'll find refreshment at The Tennis Pavilion. Challenging golf is available nearby at top-rated courses. You may join an aerobics class. Work out in our fitness center. Relax in a steambath. Or enjoy a sauna and massage. Your stay will be fun. Rest assured.





RC 2119

A T Y O U R S E R V I C E

The meeting facilities and personal services at The Ritz-Carlton, Naples are second to none.

The Ballroom—graced with a beautiful garden terrace—is ideal for large meetings, presentations, exhibits and banquets. Our smaller ballroom, conference rooms and boardrooms are all supremely functional and elegantly appointed.

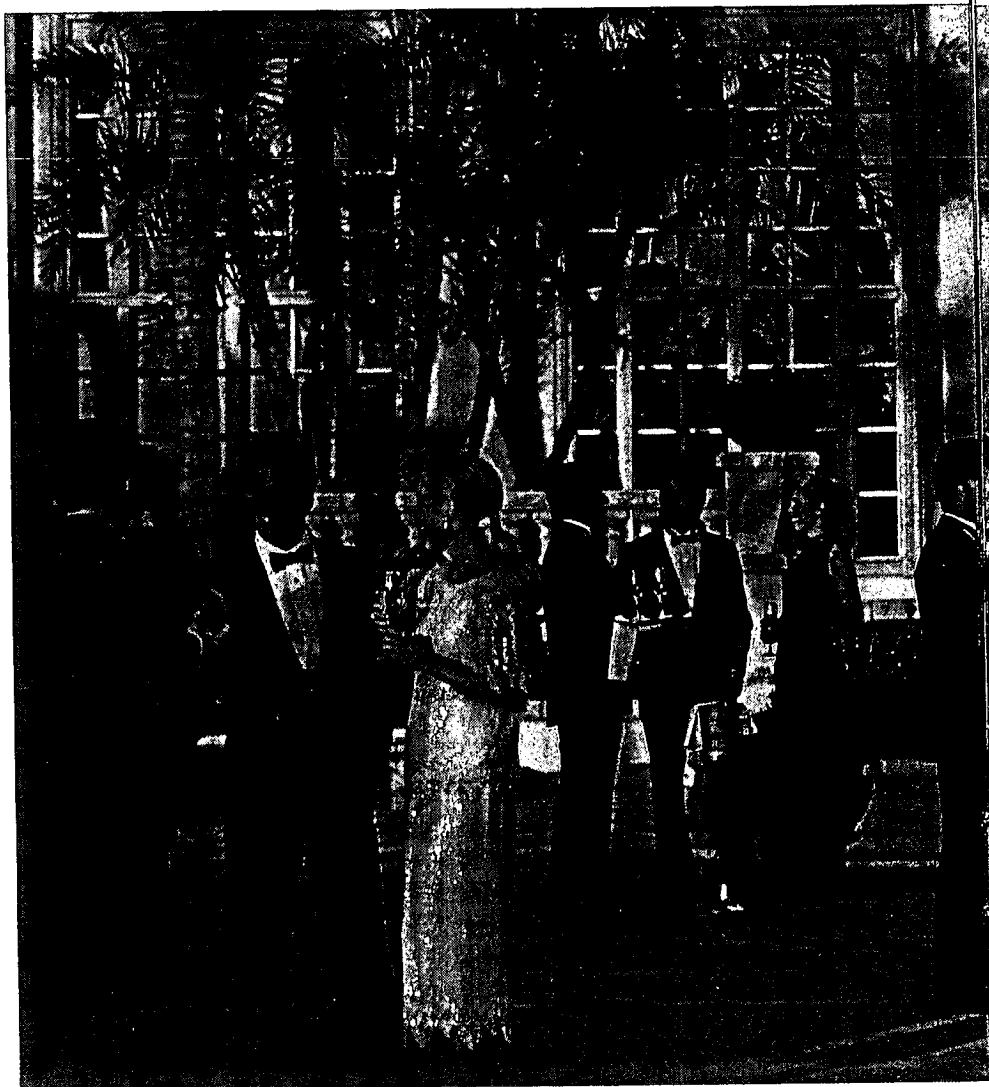
Our in-house conference catering and services staff will work with you any time of the day or night. And your conference concierge will help with last minute details. In short, we'll make sure the coffee is hot, the drinks are cold and you are always calm and cool.

Perhaps, after the meeting, a party would be appropriate. But not just a party—something a bit different; something you and your associates will not soon forget. Like a formal affair in our palm-shaded courtyard. Or a gathering at twilight on our secluded, three-mile beach. With torchlights, a buffet

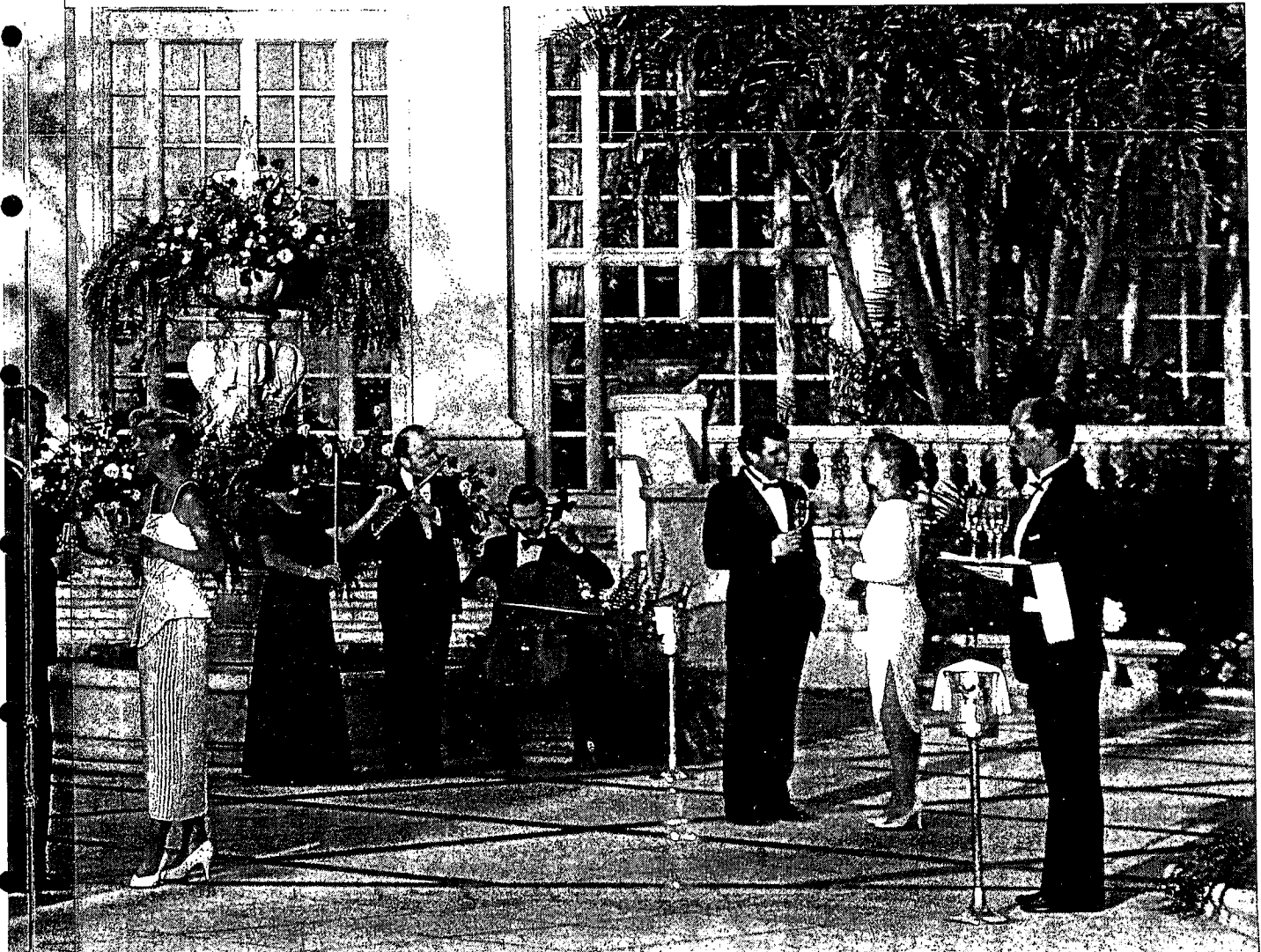
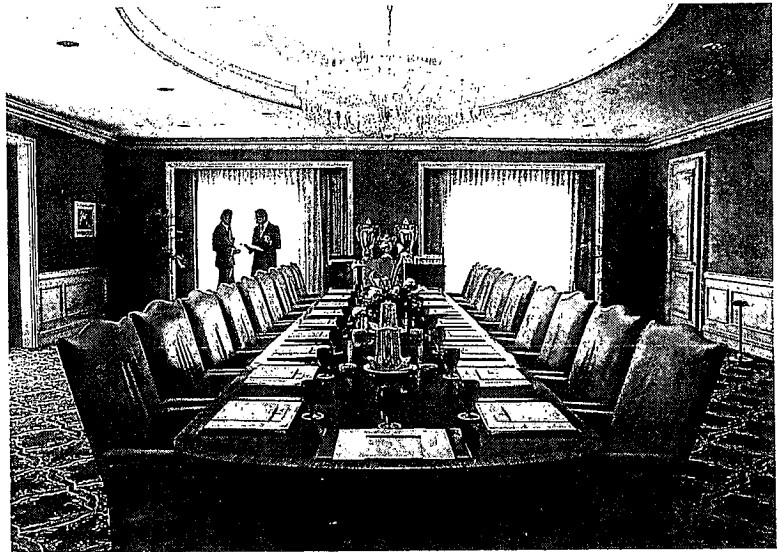
and a bonfire. Or a party at our lovely pool or The Beach Pavilion.

With flowers in the water, lights in the trees and a jazz trio or string quartet in the background. The possibilities are exciting, unusual. And virtually countless.

*Welcome to the meeting place:
The Ritz-Carlton, Naples.*

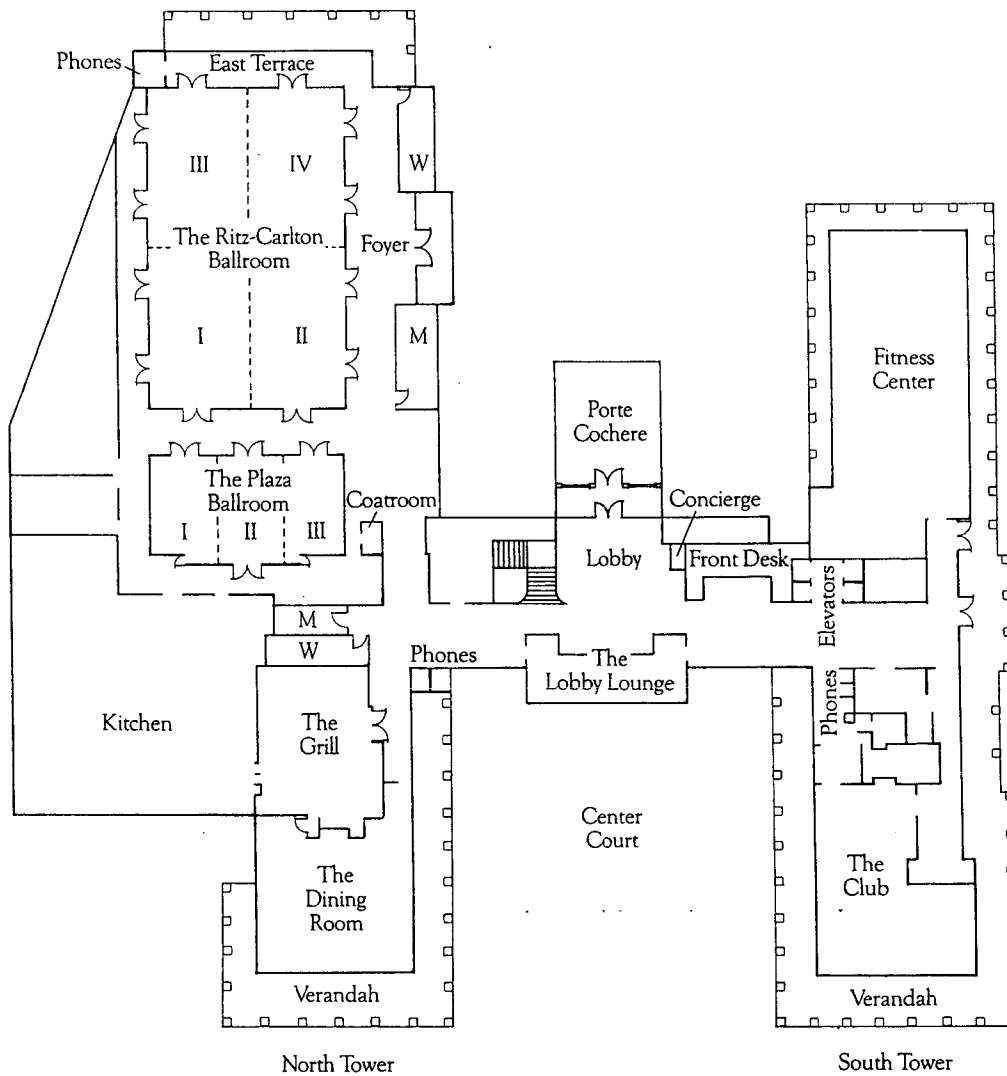


RC 2120



A C A T E R E D A F F A I R

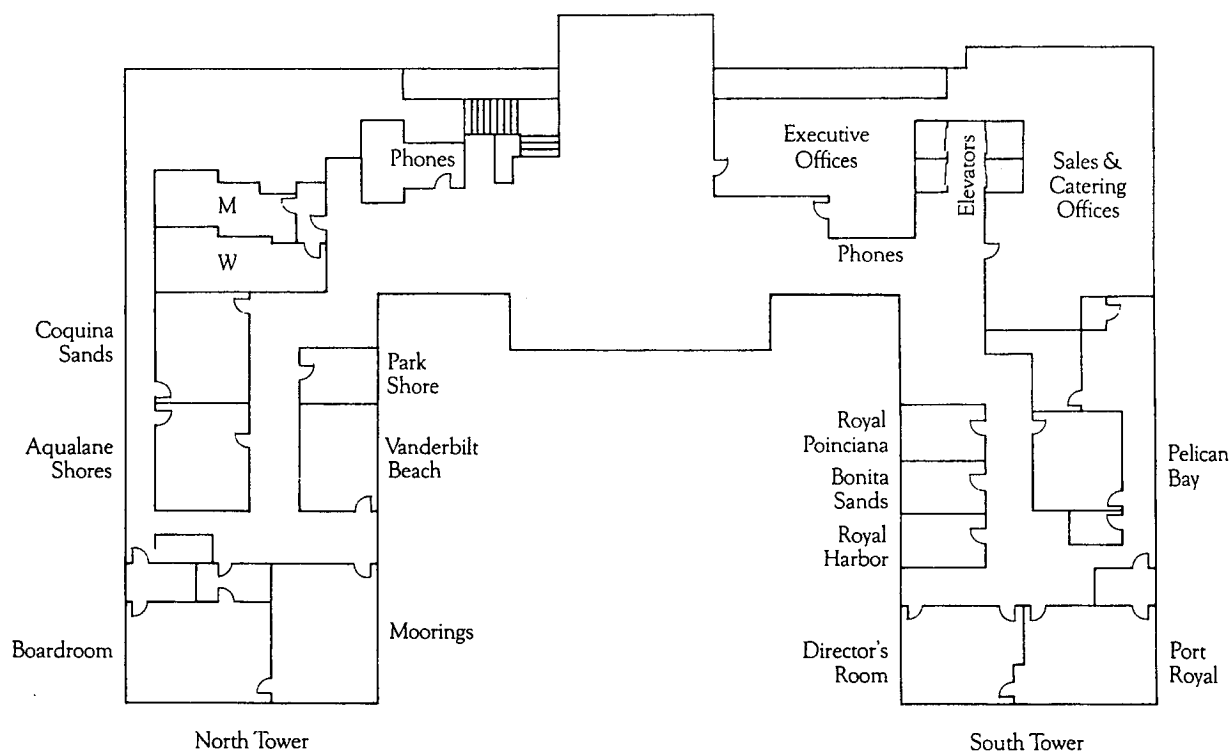
LOBBY LEVEL



RC 2122

MEETING ROOM	SQUARE FEET	DIMENSIONS	BANQUET	RECEPTION	THEATRE	CONFERENCE	CLASS-ROOM	U-SHAPE
The Ritz-Carlton Ballroom	10,062	129 x 78 x 16	800	1,000	1,400	—	600	—
The Plaza Ballroom	3,520	80 x 44 x 14	280	350	350	—	200	—
Conquina Sands	600	25 x 24 x 12	40	50	66	36	36	27
Aqualane Shores	672	28 x 24 x 12	40	50	66	36	36	27
Boardroom	900	25 x 36 x 12	20	60	—	20	—	—
Park Shore	285	15 x 19 x 12	16	20	30	16	18	15
Vanderbilt Beach	570	30 x 19 x 12	20	30	—	20	—	—

MEZZANINE LEVEL



RC 2123

A banquet in the elegant Ritz-Carlton Ballroom is indeed an affair to remember. Cut-crystal chandeliers shed sparkling light on china from England, silverware from Germany, luxuriant floral centerpieces: the perfect setting for a meal, fine wine — and personal service — that is equally dazzling.



MEETING ROOM	SQUARE FEET	DIMENSIONS	BANQUET	RECEPTION	THEATRE	CONFERENCE	CLASS-ROOM	U-SHAPE
Moorings	1,080	36 x 30 x 12	60	85	120	42	60	33
Royal Poinciana	345	23 x 15 x 12	20	20	30	20	18	15
Bonita Sands	345	23 x 15 x 12	20	20	30	20	18	15
Royal Harbor	345	23 x 15 x 12	20	20	30	20	18	15
Director's Room	720	30 x 24 x 12	40	60	66	36	45	27
Pelican Bay	648	24 x 27 x 12	40	50	66	36	36	27
Port Royal	999	37 x 27 x 12	60	70	90	42	57	33



THE RITZ-CARLTON
NAPLES

RC 2124

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AND THE RITZ-CARLTON COMMUNITY FOOTPRINTS FUND

OPENING RECEPTION: THURSDAY, SEPTEMBER 14

COCKTAILS & HORS D'OEUVRES 6 PM TO 8 PM
LIVE AUCTION 7:30 PM

ADDITIONAL VIEWING: FRIDAY, SEPTEMBER 15, 10 AM TO 6 PM

MILK GALLERY 450 WEST 15TH STREET, NEW YORK, NY 10011 212.645.2797

PLEASE RSVP TO

GLASSONION@MCMURRY.COM BY FRIDAY, SEPTEMBER 8

NONTRANSFERABLE INVITATION IS EXTENDED TO YOU AND ONE GUEST

MCMURRY

GP
GIRARD-PERREGAUX

▪ Veuve Clicquot ▪